

# IZANDI

## WEBSITE & SEO SPECIALIST

Jatikramat, Bekasi | zndbr91@gmail.com | +62-857-7400-7400

SEO Specialist dengan pengalaman 5 tahun dalam SEO on-page, off-page, dan technical SEO. Berpengalaman dalam riset kata kunci, audit SEO, optimasi konten, dan analisis performa menggunakan Google Analytics dan Google Search Console. Terbukti berhasil meningkatkan trafik organik, peringkat kata kunci, dan konversi melalui strategi SEO berbasis data.

### CORE COMPETENCIES

- On-Page SEO (optimasi judul, meta description, heading, internal linking)
- Off-Page SEO (link building, outreach, brand mention)
- Technical SEO (struktur URL, sitemap, robots.txt, kecepatan situs, schema markup)
- Keyword Research & Content Mapping
- SEO Content Strategy & Pembuatan Content Brief
- SEO Audits & Reporting
- Analisis Traffic & Conversion (Google Analytics, Google Search Console)
- CMS: WordPress & Elementor Pro
- Dasar HTML & CSS untuk kebutuhan SEO

### TOOLS & TECHNOLOGIES

- SEO Tools: Ahrefs, SEMrush
- Analytics & Search: Google Analytics, Google Search Console
- CMS: WordPress & Elementor Pro
- Collaboration & Reporting: Google Sheets

### WORK EXPERIENCE (FREELANCE)

- Mengoptimalkan SEO on-page untuk beberapa website klien (termasuk alat-test.com, novotest.id, hannainst.id, amtast.id, alat-ukur-indonesia.com, dan mitech-ndt.co.id), mencakup meta title, meta description, heading, internal linking, image alt text, dan struktur URL.
- Membuat konten baru berfokus pada SEO dan melakukan optimasi ulang artikel/landing page yang sudah ada dengan memanfaatkan data dari Google Search Console, Google Analytics, dan MonsterInsights (trafik, query, CTR, dan perilaku pengguna).
- Membangun dan mengelola backlink melalui outreach dan promosi konten untuk memperkuat otoritas domain dan meningkatkan peringkat keyword komersial dan transaksional.
- Memantau dashboard performa secara rutin, mengidentifikasi halaman yang performanya kurang optimal, serta melakukan perbaikan berkelanjutan berdasarkan data klik, impresi, rata-rata posisi, durasi sesi, dan bounce rate.

### KEY ACHIEVEMENTS

- Meningkatkan trafik website bulanan di beberapa website klien hingga sekitar 3.000–5.300+ total users dan 3.500–5.900+ sesi, menghasilkan pertumbuhan sesi 16–55% month-over-month dan peningkatan pageviews hingga 193% (misalnya ~5.889 sesi dan 18.058 pageviews dalam 30 hari terakhir untuk salah satu website).
- Meningkatkan metrik engagement pada project utama, termasuk menaikkan rata-rata durasi sesi hingga 85% (mencapai sekitar 1m 08s) sekaligus menjaga bounce rate di kisaran 40–60% meskipun trafik meningkat.
- Untuk salah satu website jasa aqiqah, berhasil mencapai 1.05K klik dan 40.6K impresi dalam 3 bulan dari Google Search dengan rata-rata CTR 2.6% dan rata-rata posisi 9.1, yang menunjukkan visibilitas halaman pertama yang kuat untuk keyword yang ditargetkan.

NOVOTEST.ID

HANNAINST.ID

AMTAST.ID

LUTRON.ID

MITECH-NDT.CO.ID

ALAT-TEST.COM

ALAT-UKUR-INDONESIA.COM

STRUKTURA.CO.ID

GEOSINERGI.COM

TSAMAROT.COM

Dashboard < Alat Ukur Indonesia

Elementor Overview

- Elementor v3.27.2
- Elementor Pro v3.24.4
- [+ Create New Page](#)

Recently Edited

- Kontak Kami May 21st, 14:51
- Kategori Produk Feb 21st, 13:47
- Toko Alat Ukur & Alat Uji Feb 21st, 13:38

News & Updates

- NEW** Introducing Elementor 3.27: Flexible Grids, Better Security, Enhanced Accessibility & More Creativity
- Elementor 3.27 is packed with features designed to give you more control, boost your site's performance, enhance accessibility, and take your creativity to new heights. This version is all about solving real challenges—whether it's designing intricate Grid layouts, embedding modern video formats, or adding effortless animations, Elementor 3.27 makes your workflow smoother and your websites smarter.
- NEW** Introducing Hello Biz: A New Beginner Friendly WordPress Theme
- The first in a new collection of beginner-friendly Hello Themes, Hello Biz aims to make building Professional websites easier. Designed to streamline website creation, by helping you build a polished, high-performance website.
- NEW** Introducing Elementor 3.26: Dynamic Design & Enhanced Performance
- Boost your site's speed and performance with optimized CSS and a cleaner DOM, create dynamic

MonsterInsights

Overview Report

<b>Sessions</b> 5,889 ↑ 20% vs. Previous 30 Days	<b>Pageviews</b> 18,058 ↑ 193% vs. Previous 30 Days
<b>Avg. Session Duration</b> 1m 8s ↑ 85% vs. Previous 30 Days	<b>Total Users</b> 5,393 ↑ 29% vs. Previous 30 Days
<b>Bounce Rate</b> 45.5% ↓ 2% vs. Previous 30 Days	<b>New Users</b> 5,316 ↑ 31% vs. Previous 30 Days

Sabtu 24 Mei | 15.35 59% 44%

Dashboard < Alat-Test.Com

Site Health Status

Should be improved

Your site has a critical issue that should be addressed as soon as possible to improve its performance and security. Take a look at the 4 items on the [Site Health screen](#).

At a Glance

- 260 Posts
- 83 Pages
- 4 Comments
- WordPress 6.8.1 running [Hello Elementor](#) theme.
- [Akismet](#) has protected your site from 1,698 spam comments already. There are [2 comments](#) in your spam queue right now.

Activity

Recently Published

- Today, 08:31 Viscometer Dalam Industri Pangan: Manfaat dan Aplikasi Utama
- Today, 08:30 Mengenal TDS Meter: Solusi Kualitas Air Minum di Rumah
- Today, 08:30 Memahami TDS Meter dan Pentingnya untuk Kualitas Air Industri

MonsterInsights

Overview Report

<b>Sessions</b> 3,592 ↑ 42% vs. Previous 30 Days	<b>Pageviews</b> 4,530 ↑ 43% vs. Previous 30 Days
<b>Avg. Session Duration</b> 29s ↓ 2% vs. Previous 30 Days	<b>Total Users</b> 3,152 ↑ 43% vs. Previous 30 Days
<b>Bounce Rate</b> 52.4% ↓ 3% vs. Previous 30 Days	<b>New Users</b> 3,067 ↑ 44% vs. Previous 30 Days

Sabtu 24 Mei | 15.35 41% 44%

Dashboard < Alat Ukur Indonesia > | Dashboard < Alat-Te > | Dasbor < AMTAST In > | Dashboard < Hanna > | Dasbor < NOVOTEST > | Dasbor < MITECH II > | +

alat-ukur-indonesia.com/wp-admin/

JVM | Drive | GSC | GA | Ahrefs | DB Asset | IM JVM | Gmail | n8n | Uptime | Website | Tools | Bahan Baca | All Bookmarks

Alat Ukur Indonesia Live 16 0 + New Autoptimize WPCode Insights WP Fastest Cache Howdy, Izandi

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Elementor v3.27.2  
Elementor Pro v3.24.4 [+ Create New Page](#)

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Last 30 days

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Pro Tip: Unlock search console report to see your top performing keywords in Google.

Sabtu 24 Mei | 15.35 59% 44%

Dashboard < Alat Ukur Indonesia > | Dashboard < Alat-Te > | Dasbor < AMTAST In > | Dashboard < Hanna > | Dasbor < NOVOTEST > | Dasbor < MITECH II > | +

alat-test.com/wp-admin/

JVM | Drive | GSC | GA | Ahrefs | DB Asset | IM JVM | Gmail | n8n | Uptime | Website | Tools | Bahan Baca | All Bookmarks

Alat-Test.Com Live 17 0 + New Autoptimize Insights WP Fastest Cache Howdy, Izandi

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Dashboard - hannaist.id/wp-admin/

Dashboard

### Elementor Overview

Elementor v3.28.3  
Elementor Pro v3.24.4

[+ Create New Page](#)

### Recently Edited

- Kontak Kami - May 14th, 8:14 am
- Homepage NEW - Apr 28th, 2:04 am
- Tentang Kami - Mar 14th, 3:17 am

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### MonsterInsights

Last 30 days

#### Overview Report

<b>Sessions</b> 3,746 ↑ 55% vs. Previous 30 Days	<b>Pageviews</b> 5,709 ↑ 63% vs. Previous 30 Days
<b>Avg. Session Duration</b> 32s ↑ 3% vs. Previous 30 Days	<b>Total Users</b> 3,017 ↑ 52% vs. Previous 30 Days
<b>Bounce Rate</b> 58.7% ↓ 3% vs. Previous 30 Days	<b>New Users</b> 2,851 ↑ 50% vs. Previous 30 Days

Sabtu 24 Mei | 15.34 13% 44%

Dashboard - amtast.id/wp-admin/

Dashboard

### Ikhtisar Elementor

Elementor v3.27.6  
Elementor Pro v3.24.4

[+ Buat Halaman Baru](#)

### Baru Saja Disunting

- Kontak - Mei 21st, 15:08
- Distributor resmi AMTAST Indonesia - Mei 21st, 08:37
- Tentang Kami - Apr 24th, 11:07

### Berita dan Pembaruan

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### MonsterInsights

Last 30 days

#### Overview Report

<b>Sessions</b> 3,747 ↑ 24% vs. Previous 30 Days	<b>Pageviews</b> 4,734 ↑ 22% vs. Previous 30 Days
<b>Avg. Session Duration</b> 40s ↓ 6% vs. Previous 30 Days	<b>Total Users</b> 3,229 ↑ 22% vs. Previous 30 Days
<b>Bounce Rate</b> 40.5% ↓ 2% vs. Previous 30 Days	<b>New Users</b> 3,130 ↑ 21% vs. Previous 30 Days

Sabtu 24 Mei | 15.34 38% 44%

Dashboard < Alat U... | Dashboard < Alat-Te... | Dasbor < AMTAST In... | Dashboard < Hanna... | Dasbor < NOVOTES... | Dasbor < MITECH In... | +

novotest.id/wp-admin/

JVM | Drive | GSC | GA | Ahrefs | DB Asset | IM JVM | Gmail | n8n | Uptime | Website | Tools | Bahan Baca | All Bookmarks

NOVOTEST Indonesia | Langsung | 15 | 0 | Baru | Autooptimize | WPCode | Insights | WP Fastest Cache | Hai, izandi

### Wpmet Stories

#### Status Kesehatan Situs

Kesehatan situs Anda terlihat bagus, tetapi masih ada beberapa hal yang bisa Anda lakukan untuk meningkatkan kinerja dan keamanannya.

**Baik**

Lihat 5 masalah di [layar Kesehatan Situs](#).

#### Aktivitas

Baru Saja Diterbitkan

- Mei 26th 2024, 09:23 Combined Hardness Tester NOVOTEST T-UD3
- Mei 25th 2024, 20:51 Ultrasonic Thickness Gauge NOVOTEST UT-1M-IP
- Apr 4th 2024, 15:55 Peran Kritis Ultrasonic Testing dalam Pemeliharaan Tangki Minyak dan Gas
- Apr 4th 2024, 15:20 Optimalisasi Pemeliharaan Pipa di Industri Minyak dan Gas dengan Ultrasonic Testing
- Apr 4th 2024, 14:53 Peran Ultrasonic Testing dalam Memperpanjang Umur Layanan Pipa Minyak dan Gas

### MonsterInsights

Last 30 days

#### Overview Report

<b>Sessions</b> <b>4,369</b> ↑ 18% vs. Previous 30 Days	<b>Pageviews</b> <b>5,063</b> ↑ 20% vs. Previous 30 Days
<b>Avg. Session Duration</b> <b>30s</b> ↓ 2% vs. Previous 30 Days	<b>Total Users</b> <b>3,541</b> ↑ 19% vs. Previous 30 Days
<b>Bounce Rate</b> <b>53.5%</b> ↑ 1% vs. Previous 30 Days	<b>New Users</b> <b>3,419</b> ↑ 19% vs. Previous 30 Days

Sabtu 24 Mei | 15.34 35% 44%

Dashboard < Alat U... | Dashboard < Alat-Te... | Dasbor < AMTAST In... | Dashboard < Hanna... | Dasbor < NOVOTES... | Dasbor < MITECH In... | +

mitech-ndt.co.id/wp-admin/?wc-hide-notice=template\_files&wc\_notice\_nonce=e8a14b745d

JVM | Drive | GSC | GA | Ahrefs | DB Asset | IM JVM | Gmail | n8n | Uptime | Website | Tools | Bahan Baca | All Bookmarks

MITECH INDONESIA | Langsung | Flatsome | 15 | 0 | Baru | Autooptimize | Insights | WP Fastest Cache | Hai, internet marketing

### Ikhtisar Elementor

Elementor v3.26.4  
Elementor Pro v3.24.4

+ Buat Halaman Baru

#### Baru Saja Disunting

- Tentang Kami Jan 24th, 10:25 am
- Contacts Us Jan 10th, 1:58 pm
- Promo Hardness Tester Apr 27th, 9:41 am

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Get Better Insights. Grow FASTER!

### MonsterInsights

Last 30 days

#### Overview Report

<b>Sessions</b> <b>1,070</b> ↑ 19% vs. Previous 30 Days	<b>Pageviews</b> <b>1,222</b> ↑ 23% vs. Previous 30 Days
<b>Avg. Session Duration</b> <b>17s</b> ↓ 22% vs. Previous 30 Days	<b>Total Users</b> <b>875</b> ↑ 16% vs. Previous 30 Days
<b>Bounce Rate</b> <b>64.6%</b> ↓ 1% vs. Previous 30 Days	<b>New Users</b> <b>856</b> ↑ 16% vs. Previous 30 Days

Pro Tip: Publishers Report shows your top performing pages, audience demographics.

Sabtu 24 Mei | 15.33 21% 44%

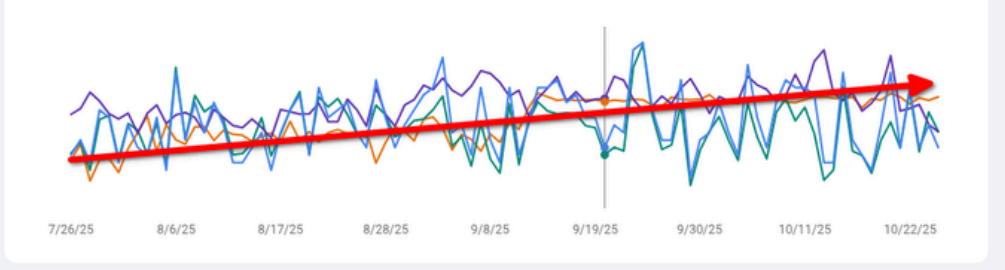
- https://aqiqahquy.com/
- Overview
- Insights New
- Performance**
- URL inspection
- Indexing
  - Pages
  - Sitemaps
  - Removals
- Experience
  - Core Web Vitals
  - HTTPS
- Enhancements

### Performance

EXPORT

24 hours 7 days 28 days **3 months** More | Search type: Web | + Add filter | Last update: 13.5 hours ago

Total clicks <b>1.05K</b>	Total impressions <b>40.6K</b>	Average CTR <b>2.6%</b>	Average position <b>9.1</b>
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QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES