

Bob Gladstein

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Fifteen years of experience in organic search engine optimization for a broad range of clients and a reputation for knowledge, insight, attention to detail, and integrity.

Professional Experience

Senior SEO Analyst, Overdrive Interactive, Allston, MA 6/2015-Present

Technical SEO Contractor, Liberty Mutual, Boston, MA 2/2015-6/2015

- Audit site to identify gaps in technical SEO best practices.
- Recommend improvements to mobile site while preparing for switch to responsive design.

SEO Manager, GSN Games, Waltham, MA 2/2013-9/2014

- Organic search engine optimization work on sites in the Casual Gaming field, gsn.com and worldwinner.com
- Worked with Product, Operations and Design teams to fix a variety of canonicalization, information architecture and usability issues.
- Removed low-quality content created by outside search marketing agencies.
- Worked with Marketing and Public Relations teams to create high-quality, link-worthy content and an active, relevant social media presence.
- Reporting utilizing Google Analytics, Moz, Screaming Frog, LinkRisk, Majestic SEO, Webmaster Tools.
- Experimented with implementation of schema code for online games.
- Advised on creation and promotion of mobile-optimized web presence.
- Advised on promotion of mobile apps.
- Worked with operators of mmohuts.com to remove a manual penalty for unnatural link profile.

SEO Specialist, Monster Worldwide, Cambridge, MA 9/2010-12/2012

- Organic search engine optimization work on a global network of large sites
- Reporting utilizing Google Analytics, WebTrends, Google Webmaster Tools, IIS SEO Toolkit, Conductor Searchlight, Authority Labs
- Communications with product managers, developers, regional site managers, user experience designers, other members of SEO team
- Site analysis to promote SEO best practices, improving page speed, removing questionable code, canonicalization, indexation, proper keyword targeting and internal linking structure
- Involved in introduction of schema.org microdata to job listings utilizing <http://schema.org/JobPosting> schema, rel="author" code for articles, development of BeKnown social network, mobile version of site (m.jobs.monster.com), expanded use of social media

Search Marketing Consultant DBA Raise My Rank SEO Services, Somerville, MA 2/2003-Present

- Improved client sites' search engine rankings, traffic and conversions
- Analyzed potential client sites and wrote proposals

- Cleaned up HTML and CSS for W3C validity, cross-browser compatibility, semantic markup, search engine friendliness and page speed
- Worked with content management systems including Magento and WordPress
- Performed keyword research and assignment
- Optimized content for chosen keywords including titles, meta data, on-page text and link anchor text
- Advised on logical site architecture for usability, indexation and canonicalization
- Set up robots.txt and .htaccess files for redirects, spidering and error pages
- Generated, submitted and tracked XML sitemap files
- Recommended and supervised developers, designers and copywriters when needed
- Built links to sites and advised on content creation for continued link building
- Optimized sites and profile pages for local search, e.g. Yelp, Google Places
- Monitored search engine rankings, indexation and potential problems
- Analyzed traffic and made recommendations for further improvements

Moderator, High Rankings Search Engine Optimization Forum (Online Service) 2003-Present

- Responded to questions and participated in discussions on search engine marketing
- Served as community manager, monitoring forum to ensure that members adhere to rules
- Edited, moved and deleted posts, reported and reduced privileges of members when necessary

Link Building Instructor, Search Engine College (Online Service) 2004-2012

- Created study materials and tests for an online link building course
- Graded examinations
- Responded to students' questions

Volunteer, SeoPros (Online Organization) 2004-2012

- Studied sites of SEO/SEM firms seeking membership in the organization and those of their clients to ensure adherence to best practices and the absence of insupportable claims

Webmaster, SEO, Network Administrator, Developer, Q.A., Prelude Software Inc., Natick, MA 9/1999-2/2003

- Managed, edited, designed, monitored, and promoted company's web site
- Administered Windows NT network with client machines running Windows 98, NT, 2000 Pro, and XP Pro
- Managed FTP server
- Tested, developed, and debugged PayPilot, a client-server application written in Clarion/Topspeed
- Assisted with writing, editing, graphics, and software expertise in development and distribution of company documentation and promotional materials
- Acted as internal help desk for operating systems and office applications

Managing Director, National Amusements Allston Cinema, Allston, MA 5/1987-9/1999

- Payroll, budgeting, inventory
- Corporate communications and reporting

- Hired, trained and evaluated staff and management team
- Operated 35mm film projection equipment
- All aspects of customer relations

Technical Education

Supporting Windows NT Core Technologies (MCSE Course 922), Pinnacle Training, Stoneham, MA, 2000
Administering Windows NT 4.0 (MCSE Course 803), New Horizons Training Center, Boston, MA, 1999
Certificate in Client/Server Development (HTML, JavaScript, SQL, PowerBuilder, Visual Basic), Clark University
Computer Career Institute, Cambridge, MA, 1999

Academic Degrees

Master of Arts, Film Studies, specializing in History of World Cinema, University of Iowa, Iowa City, IA, 1987
Bachelor of Arts, English and American Literature, Brandeis University, Waltham, MA, 1985

Technical Skills

Web:

HTML

CSS

Tools/Software:

MS Office
Webmaster Tools
Majestic
Authority Labs

LinkRisk
Screaming Frog
BrightEdge

Google Analytics
Moz Tools
IIS Toolkit