

# Executive Summary, Resume, & Case Study

## Digital Marketing, Algorithmic SEO and PPC Expert

Nikki HM Jackson

### EXECUTIVE SUMMARY

Throughout my career as a search engine subject matter expert i have delivered the highest levels of performance for b2c and b2b companies. My reach has ranged from national mid-tier organizations through the global 1000, as well as serving large institutions and not-for profit organizations.

I specialize in generating sales, leads, and full cycle performance marketing in several market verticals including ecommerce, consumer goods, healthcare, legal, finance, higher education, law enforcement, and business service industries. I have years of priceless experience providing ongoing strategic counsel on SEO and SEM best practices and in all facets of search engine algorithms.

I am vigilant, Google Adwords Certified, staying abreast of the latest Google, Yahoo, Bing PPC trends including major reporting and analytical tools.

I have had the opportunity to participate in SEM / SEO marketing at all levels within an organization, from staff and team members, to C-Level Executives. My extensive background in search engine marketing results-driven marketing over many years, has provided me with the confidence to successfully fulfill client and project objectives.

Utilizing my fourteen years of SEM / SEO experience with traffic, conversion, and sales goals at the forefront, it comes naturally for me to represent the company I work for and create positive experiences for colleagues, clients and fellow co-workers. I am well versed in full cycle SEM and SEO, and I excel at algorithm assessment, creating timelines, meeting deadlines, and working on large scale campaigns.

I am comfortable working with a diverse workforce as well as all levels within an organization. My colleagues describe me as a reliable and extremely competent manager, as well as an inspiring, engaging, and confident public speaker.

I am the inventor of two software technology solutions. PANTHER® PPC approved by the US Patent and Trademark Office reduces click costs up to 62% and the HAWK SEO System that lifts websites to the top ten of organic search results.

I am comfortable working with a diverse workforce at all levels within an organization. My colleagues describe me as a reliable and competent executive and an inspiring, engaging, and confident public speaker and trainer.

### DIGITAL MARKETING EXPERIENCE:



## RESUME:

**Nikki Helen Marie Jackson**  
**Google Adwords Certified**  
**Digital Marketing, Algorithmic SEO and PPC Expert**  
E-mail: nhmjackson@gmail.com

### Expertise

- **Leading expert in SEM / SEO with a passion for product strategy and iterative product development, fusing design and user experience with quantitative analysis.**
- Proven track record driving cost effective new customer acquisition, retention, increased traffic and site productivity as related to acquisition objectives through search engine marketing including but not limited to PPC, SEM, SEO, CSE, and PLA feeds.
- Experience working on large scale PPC campaigns (minimum \$75k/month PPC spend).
- Google Adwords Certified.
- Providing ongoing strategic counsel on SEM and SEO best practices.
- Staying abreast of the latest Google, Yahoo, Bing, mobile and social media trends.
- Deep knowledge of all facets of SEM and SEO.
- Sound understanding mainstream reporting tools and analytics to drive strategic marketing decisions, including Ominture, Google Analytics, and Webtrends.
- Expert HTML and PHP handcoding.
- Detailed-oriented with excellent organization, project time management, and problem-solving skills.
- Strong client communication skills, strategic thinking, and presentation skills.
- Solid track record of competent abilities to prioritize, communicate clearly, and partner effectively with both technical and non-technical staff.
- Experienced in hiring and managing teams of SEO/SEM specialists.
- Effective written communication, proposal writing, and search engine strategy development. Strong analytical skills.
- Exceptional ability to interact with people and manage projects. Strong collaborative and team leadership skills.

### Consulting and Professional Experience

 **PANTHER® PPC, Inc. Agency** Beverly Hills and Newport Beach, CA December 1998 - January 2014  
**Goldranking Website Marketing Agency**

### Search Engine Expert

- Responsible for increasing revenues, traffic, sales, and leads through SEO / SEM marketing initiatives.
- Responsible for researching, conducting and developing exhaustive, coherent, industry targeted keyword lists.
- Deep knowledge of all paid search, CPC, CPA, CSE, display, remarketing, A/B and multivariate testing, Google Adwords Editor and Bing Editor Tools.
- Responsible for designing, deploying, managing, and staying abreast of all SEM, SEM, SEO, and CSE latest proven techniques over all PPC campaigns including but not limited to Google Adwords, Yahoo, Bing Adcenter, and other PPC search engines.
- Hands-on, day-to-day management of SEO including tweaking meta tags and creating search-friendly content pages.
- Responsible for developing overall SEO strategies.
- Responsible for digital media planning, buying, research, negotiation, reporting and performance analysis.
- Responsible for analyzing campaign data, executing tests, identifying trends, implementing effective optimization strategies, and proactively communicating insights ensuring positive ROI on paid search programs.
- Responsible for producing regular campaign reports based on a comprehensive analysis of analytics and other proprietary data.
- Responsible for implementing website tracking capabilities, analyzing performance, and reporting ROI and devising strategies for improvement across all levels of search practices.
- Responsible for establishing, maintaining and communicating best practices for all search engine marketing strategies.
- Responsible for conducting search engine marketing best practices seminars and training.
- Responsible for advising clients and executing on all search campaigns for multiple sites, including landing pages, micro sites, sponsorship content, acquisition and retention.
- Responsible for managing client communications.

- Summarizing and preparing reports including monthly reports, managing campaign expenses, expense and return on expense tracking and calculations, billing statistics, reconciling discrepancies, staying on budget, estimating monthly costs, client competitor analysis and maintaining detailed logs of client tasks and status.
- Responsible to meet with clients regularly to present and discuss campaign performance.
- Responsible for monitoring, summarizing and preparing reports including executive summaries regarding the monthly and weekly status of projects for client and internal team review.

#### NON-PROFIT BOARDS AND AFFILIATIONS

- [Orange County Business Journal's](#) Excellence in Entrepreneurship Award Nominee 2013
- [Ernst & Young](#) Winning Women Entrepreneur of The Year Award Nominee 2012, 2013
- [Amplify Roundtables, Malibu, CA](#) (Board of Advisors) 2012 - Present
- [Orange County Business Journal's](#) "Women In Business" Award Nominee 2009, 2011, 2012
- [National Association of Professional Women](#) (Member Representing Newport Beach CA) 2010-2011
- [UC Irvine Extension, Women's Opportunities Center, Irvine, CA](#) (Board of Directors/Corporate Relations Director) 2008-2011
- [Irvine Chamber of Commerce, Irvine, CA](#) (Member Of The Year Nominee, Marketing Committee Member, Seminar Committee Member, Technology Committee Member) 2005-2007
- [Orange Coast College, Costa Mesa, CA](#) (Board of Advisors Business Department) 2004-2006
- [Forum For Women Entrepreneurs OC/LA Area](#) (Board of Directors/Executive Vice President) 2003-2004
- [World Organization of Webmasters](#) (Board of Directors/Public Relations Director), 2002
- [TechBiz Connection formerly Association of Internet Professionals](#) (Board of Directors), 2000-2002

#### CASE STUDY - Search Marketing Optimization Website Marketing Campaign

**Lead Generation through Full SEO/SEM Services; SEO Organic Placement Services and PPC Management Services - A Transportation Sales Company.** Founded in 1980, this transportation sales company is the nation's largest transportation sales company of its kind.

- ❖ **Challenge:** *This company's website suffered pain in two key areas. Organic rankings were few and the company's PPC plan was expensive and not effectively delivering leads. This company did not have the in-house expertise to optimize their website for top rankings and produce effective and financially efficient lead generating PPC Campaigns.*
- ❖ **Strategy:** I developed and executed on a customized plan using an Organic SEO strategy to take this company from no rankings up to the first page for hundreds of thousands of keywords in under eight weeks. As the optimization plan was implemented, this company was able to see a steady increase in rankings, traffic and sales leads while simultaneously decreasing their PPC click costs.
- ❖ **Search Marketing Outcome:**
  - **\*SEO** - As the Organic Optimization part of the project tandemly got underway this company's website saw a steady increase in search engine visibility and placements; up from five top-ten positions to 3,857 top-ten keyword placements within 120 days.
  - **\*PPC** - Within the first 30 days using the PANTHER® PPC proprietary technology system click costs decreased by up to 62%.
  - **\*PPC Savings - Using the PANTHER® PPC proprietary technology system I saved this company \$10,000 in sales lead acquisition costs. When I brought this company into my workload their monthly lead count was zero.**
  - **Sales Leads** - Within 30 days using the PANTHER® PPC proprietary technology system sales leads increased 380%, decreasing their cost per acquisition (CPA) by up to 82%.

## It's your business

# Standing out from the Web crowd

Optimizing a Web site can boost its rankings with search engines.

### Fast track

Resources to help you optimize your Web site for search engines:

- [www.submit-it.com/submit.htm](http://www.submit-it.com/submit.htm) - tips for introducing Web sites to search engines and directories.

- [www.searchenginewatch.com](http://www.searchenginewatch.com) - Dr. Danny Sullivan, world's leading expert on search engines (and a former Orange County Register columnist).

- [www.goldranking.com](http://www.goldranking.com) - information and links for submitting to search engines.

- [www.wordtracker.com](http://www.wordtracker.com) - find out which keywords people are searching.

- [www.searchengine-world.com](http://www.searchengine-world.com) - analyze whether you're using your chosen keywords enough on your Web pages.

- [www.google.com/webmaster/seo.html](http://www.google.com/webmaster/seo.html) - Google, the most used search engine, lists some winning tips of an ethical search engine optimizing technician.

Nikki Jackson's living room overlooks the Pacific Ocean from a hill in Monarch Beach. But she's not drinking in the tranquility of the view. She's pondering HTML code on her laptop, seeking clues to overcome her clients' Web sites when Internet surfers use search engines, like Google, or directories, like Yahoo, to find specific products or services.



**JAN NORMAN**  
Reporter

When homebuyers search Google for mortgages, for example, Jackson wants her mortgage-broker client's site to be among the top 10 results.

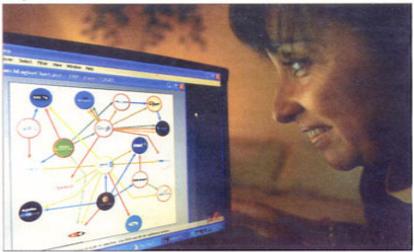
It's called search-engine optimization, and its value has soared as the number of Web sites has climbed into the billions, says Jackson, president of GoldRanking Search Engine Optimization and Ranking Services.

In fact, competition in what led Jackson into the business. While taking a class in Web site design in 1998, she learned evermore and his dog was getting into Web design. But helping Web sites stand out in the crowd was a rare skill.

It still is. Companies that use their Web sites to sell something or generate leads are always trying to increase traffic to those sites. A high ranking in search-engine results is one marketing tool that can increase traffic as much as 90 percent, says BrandVista Online Magazine.

The more traffic a Web site gets, the more sales it makes, which improves the return on investment for money spent on Internet marketing.

Some of this effort is skewed by site owners who pay for high rankings, identified in search re-



**WEB WORKER:** Nikki Jackson configures client's Web sites to show up higher in free search-engine rankings. She works an average of 15 hours a day.

ports as "sponsored sites." However, configuring a Web site for top free search-engine rankings is part art, part science and all hard work. Jackson works an average of 15 hours a day. She also contracts with seven other small-business owners for some specialized skills and routine tasks.

Small-business owners may not be as skilled as Jackson and other optimizers, but they can do some simple things to modify their Web sites that should improve their ranking in search results, she says. "It's not what you like that counts in search-engine optimization; it's what Google or the other search engines like."

**Choose the right keywords.** What words are most likely to come to your potential customer's mind when they think about your company, products or services? These terms become the keywords that you want to maximize on your Web pages.

If you sell imported Italian shoes for men, you will have thousands of competitors. Comparing Web sites that list "shoes" and "men's shoes."

**Use meta tags.** Web sites are written in "HTML" code and use meta tags to identify various parts of a page. Jackson develops a separate theme for each page of a site using the identified keywords. Instead of just "shoes," one page may be for "imported Italian shoes" and another for "children's Buster Brown shoes."

Each page has a different "meta title tag" of 50 to 80 characters, which "is probably the most significant component of search-engine optimization," Jackson says. "Include your chosen keywords in the title for that page."

A page also has a meta description tag, which most search engines will display in their search results to tell the viewer what that page contains. That description should be a "compelling call to action," Jackson says. It might say "the very best Italian shoes at the lowest prices in the world."

A page also has a meta keyword tag that should include all relevant terms and phrases in a string, such as "shoes, men's shoes, imported Italian shoes" and so on. Limit this tag to 250 characters.

**Include common misspellings** for these words, too, Jackson advises. Never use keywords that don't appear on the Web pages.

**Optimize page copy.** You should also work your chosen keywords into the copy on the page, and have at least three paragraphs of copy on each page," Jackson says.

**Check out the competition.** Visit competitors' Web sites to see what key words they use. This step will help you refine your string of keywords by identifying terms you didn't think of.

**Improve popularity with links.** Increasingly, search engines factor into their rankings the number of other Web sites that provide a hyperlink to your site, Jackson says.

"It's like a referral. Who knows you?" she explains. When lots of other places in the Internet point toward a Web site, its value rises in search engines' estimations.

**Never try to fool the search engines.** If search engines believe a site is using deceptive practices to boost its ranking, they will blacklist it so it won't turn up in searches at all, Jackson says. "Once a site is banned by search engines, the business loses a valuable property."

Jan Norman writes about small business for the Register. It's Your Business runs on Mondays.

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Small business

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## BLUEPRINTS FOR SUCCESS SEMINAR SERIES EXPLORES TECHNOLOGY

FEATURING REPRESENTATIVES FROM:



van Ling Search Engine Marketing  
google



Nikki H.M. Jackson, Search Engine Marketing  
GoldRanking Website Marketing Agency, Inc.



Sally Fallow Content Syndication RSS Feeds Blog  
Expansion Plus Internet Marketing PR



Justina Cutura Search Engine Marketing  
google



Nikki H.M. Jackson, Search Engine Marketing  
GoldRanking Website Marketing Agency, Inc.



MAY 18, 2007  
8:00 a.m. to 4:30 p.m.

**Making The Web Work for Your Business:**  
Customer Acquisition Strategies for Small Businesses