

## Cort Tafoya, Digital Marketing Consultant

See How We Can Work Together

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*Remote Project Work   On-Going Consulting   Marketing Training*

### Expert at SEO, AdWords & Google Analytics

I am a digital and search marketing consultant with numerous corporate and startup clients in San Francisco, Sacramento and other Northern California locations.

I have been a guest speaker at the Startup Leadership Program, the Customer Analytics and Intelligence Summit, various coworking spaces and other locations on topics such as SEO, analytics, AdWords & content marketing.

Starting in 2017, I will be the curriculum developer and SEO teacher for UC Davis Extension.

#### **Experience: Project Work, On-Going Campaigns, Elite Marketing Training**

- SEO and content strategy for clients / SEO audits
- Custom SEO training for marketing and development teams
- Building, auditing and managing PPC & AdWords accounts

- Google Analytics training & account configurations. Segmenting and analyzing Google Analytics data & providing actionable recommendations
  - Tag Manager implementation & training. Setting up ecommerce tracking, button tracking, form tracking and other important user interactions
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## SEO Case Study

Through sustained content creation and expert keyword targeting, I was able to add \$50k-\$100k per month in revenue for this amazing education startup in just 4 months.



- 200% increase in web traffic
- 100% increase in search traffic
- Increase in student applications by 48.5%
- Content built in 2013 still acquiring thousands of web visitors to this day

**Douglas Calhoun, Co-Founder of Hack Reactor:**



*"From the day Cort stepped on board, he provided massive value to the Hack Reactor organization by planning and executing on online & email marketing and search engine optimization strategies. He successfully raised our online profile, tripling our social*

*media followers, doubling our email list, tripling search traffic, and increasing site visitors by 200% through diligent keyword research, social media engagement, media outreach and content creation. ”*

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## Google Analytics and SEO Case Study



**Challenges:** Fest300 wanted to rank better for their 300 festival pages as well as different categories of festivals. Similarly, they needed to track user acquisition and learn what channels delivered the highest rate of new profile creators.

**Solutions:** We worked with developers to automate title tags across hundreds of pages, employing primary and secondary keywords. We also corrected their site architecture to steer more PageRank to new festival category pages. Today Fest300 (now Everfest.com) ranks on page 1 for some of the most competitive festivals in the world, and they dominant festival category searches.

## Sample SEO Rankings:

*European festivals - 3*

*Music festivals 2017 - 5*

*Festivals in South America - 4*

*Best festivals - 3*

*October festivals - 3*

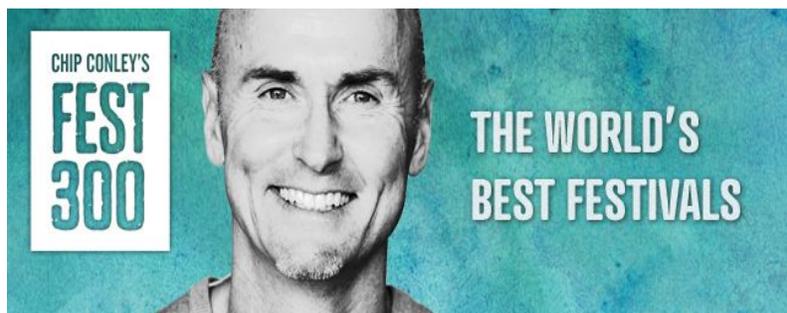
*World body painting festival - 8*

*January festivals - 1*

*Unusual festivals - 7*

*North American festivals - 1*

Lastly, we identified all key user actions on the website and began to fire event data into Google Analytics. From there we configured new goals. I then trained the Fest300 team to draw insights from their data and leverage high performing channels. At the end of the project, we knew the difference in visitor performance down to the most granular level - between a European mobile visitor coming to the site via Facebook and a Latin American search visitor who found the site via Google on their desktop.



*"Cort Tafoya was brought onboard by Fest300.com in April of 2014. After a successful initial scope of work where he helped us improve our search rankings for our top 100 festival pages, we brought him back for a much bigger project.*

*The second time around, Cort was instrumental in helping bridge the gap between development, design and our website's marketing. He made sure our visitor interactions were fully tracked, he innovated our SEO and provided valuable expertise in the world of email marketing and conversion optimization. Working with our senior staff, Cort piloted a unique AdWords campaign that sent us traffic at an incredibly low acquisition cost." - Chip Conley, Founder of Fest300*

## My Own Local SEO Case Study

seoshrugged.com

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In this case, the cobbler's children have shoes - amazing shoes. As of the creation of this document, I rank on page 1 for all of the following phrases (and dozens more), which I confirm weekly using my Moz Pro SEO software.

### SEO Rankings:

*SEO expert San Francisco - 3*

*AdWords consultant SF - 5*

*AdWords expert SF - 4*

*SEO company Sacramento - 8*

*San Francisco HubSpot Expert - 1*

*SEO training San Francisco - 5*

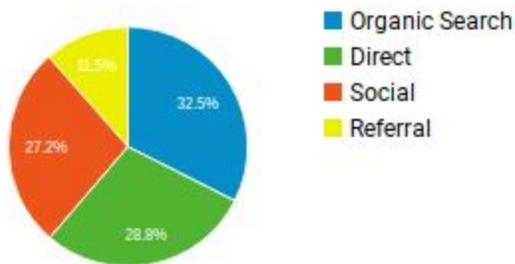
*Tag Manager training San Francisco - 3*

*AdWords training Sacramento - 7*  
*Google analytics expert SF - 1*  
*SEO marketer Oakland - 2*  
*Google analytics trainer SF - 8*  
*Piwik analytics expert - 1*

## GetZephyr.com - Ongoing Google Analytics Support



Top Channels



GetZephyr is a software testing and automation company with over tens of thousands of visitors each month.

For nearly a year, I've worked with them on a weekly basis to optimize their Google Analytics account, train staff members and

provide SEO support.

Conversions

● Whitepaper download from Zephyr site (Resources) (Goal 2 Conversion Rate)



### Our on-going statement of work has included:

- Setup sitewide goal tracking
- Create 6-8 dashboards reflecting SEO, AdWords, referral and geographic based visitor data
- Create a new structure within their GA properties to view data

- Clean up spam data using filters
- Implement a way to track video plays and goal conversions from their YouTube channel
- Sync conversion tracking of new marketing campaigns within Google Analytics
- Create shortcuts for staff members' GA accounts
- Export hard to find data for decision makers
- Apply advanced filters to identify key content silos
- Teach staff how to use campaign URLs
- Much, much more

GetZephyr's marketing team has been a pleasure to work with and they will continue to be a client in 2017.

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### **Contact Information:**

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