

Cathy Reisenwitz

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Education

BA. May 2008, Journalism and Mass Communication, Samford University

Experience

June 2008-present, **SEO Specialist**, EBSCO Industries Inc.

Gather data from competitor research, site analytics (Google Analytics and Omniture SiteCatalyst) and search algorithm changes. Interpret data in order to identify and implement effective organic SEO, paid search and social media marketing strategies for divisions' e-commerce and brochureware sites. Work with developers to ensure that sites and site enhancements are built to maximize SEO value. Keep organization abreast of SEO trends and changes. Train SEO copywriters.

Organic SEO Case Studies:

Three months post-SEO -- www.knightandhale.com:

- Overall site shopping cart orders increased 66.9%
- Orders originating from SERPs increased 90.6%.
- Traffic to optimized pages increased 5.6%. Orders increased 59.7%.
- Bounce rate declined. Time on site and percentage viewing 4 or more pages increased.
- Keyword rankings for currently tracked keywords improved on Yahoo.

Three months post-SEO -- www.knightrifles.com:

- Overall Site orders increased 34.6%.
- Orders originating from SERPs increased 32.8%.
- Traffic to the optimized pages increased 10.3%. Orders and sales from the optimized pages increased 50.3% and 31.1% respectively. Non-optimized entry points suffered declines in traffic, order and sales.
- The bounce rate declined. Time on site and percentage viewing 4 or more pages increased.
- Keyword rankings for currently tracked keywords improved on MSN.

*Analytics info obtained via Omniture

SEO Training

SEOmox Mozinar, Distilled Link Building Seminar, Bruce Clay Inc. SEOToolSet Advanced Training, Adwords 201 Seminars for Success

Skills

HTML/CSS, Dreamweaver, FTP, Google Analytics, Google Webmaster Central, Omniture, various content management systems, QuarkXPress, InDesign, PageMaker and Microsoft Office, have used the Microsoft SharePoint CMS.