JULIAN MERCER

ENTRY-LEVEL SEO SPECIALIST

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PROFESSIONAL SUMMARY

Entry-Level SEO Specialist with 2+ years of experience at Wayfair and Yelp covering keyword research, on-page fixes, and reporting. Uses Search Console, GA4, and Screaming Frog to find simple wins and track organic traffic with care.

PROFESSIONAL EXPERIENCE

SEO Associate Jul 2025 - Present
Wayfair, Boston, MA

- Updated titles and headings on 220 category pages using keyword research, and organic clicks to those pages rose 12% in a quarter.
- Ran weekly Screaming Frog crawls and sent the developers a short list of broken links and redirect chains to fix.
- Wrote briefs for 18 buying-guide articles with target terms, questions to answer, and internal links to add.
- Built a Looker Studio report of clicks, impressions, and rankings that the SEO manager shares with merchandising each month.
- Added product schema checks to the page launch list, so new templates stopped going live with missing price fields.
- Fixed 90 images missing alt text across top furniture categories and confirmed the change in a follow-up crawl.
- Compared our rankings to three competitors for 150 shared terms and listed the ten pages with the largest gaps for review.

SEO Intern Jun 2024 - Dec 2024
Yelp, San Francisco, CA

- Researched 400 long-tail keywords for local business pages and sorted them by intent so writers knew which to pick up first.
- Audited 60 city pages for duplicate titles and thin copy, then rewrote the 15 weakest with a senior specialist's feedback.
- Tracked rankings for 80 target terms in Semrush and noted movement after each content update in a shared log.
- Helped test new meta descriptions on a sample of pages and reported that click-through rose 4% on half of them.
- Cleaned up a spreadsheet of 700 old URLs and marked which to keep, merge, or redirect for the senior specialist to approve.

Web Content Writer Sep 2024 - May 2025
The Daily Free Press, Boston, MA

- Wrote 40 articles for the student newspaper site with headlines and descriptions chosen from search terms students were using.
- Learned WordPress and Search Console as the site's volunteer web helper, and article page views from search grew 22% in one year.

CORE SKILLS

Keyword research | On-page SEO | Title and meta tags | Technical audits | Content briefs | Google Search Console | GA4 | Semrush | Screaming Frog | Looker Studio | Basic HTML | Schema basics | Internal linking

EDUCATION

B.S. in Marketing, Boston University, Boston, MA

CERTIFICATIONS

Google Analytics Certification | HubSpot SEO Certification