

# SEO Portfolio

SEO Specialist. Bandung, Indonesia.  
[portfolio.ermanu.xyz](https://portfolio.ermanu.xyz)

# Hi, I'm Manu



I have been doing SEO since 2020, first at an agency in Malang, then in-house for a gaming marketplace, and now for a US appliance software company. Most of my work sits between the SEO team and the developers: I read the rendered HTML, find what blocks crawling or indexing, and write the fix or the spec for it.

Since November 2025 I have run SEO for Hiu Technologies, which means three SaaS brands plus a portfolio of 35+ appliance retailer sites on a shared Qwik/PHP codebase. The numbers below come from Search Console, counted from the day I joined.

[ermanuazizulhakim3@gmail.com](mailto:ermanuazizulhakim3@gmail.com)

[linkedin.com/in/ermanu-hakim/](https://linkedin.com/in/ermanu-hakim/)

# Scope of work



## Technical SEO

- JavaScript rendering and crawl budget
- Qwik, WordPress, HubSpot, Framer
- Schema markup
- Core Web Vitals and layout shift
- Server and caching suggestions

## Strategy and content

- Programmatic SEO clusters
- AI Overview and GEO visibility
- Content briefs and copy audits
- Link audits and disavow

## Analysis

- Keyword research and search intent
- Competitor analysis
- GSC, GA4 and GTM setup
- Custom dashboards and reporting

## Automation

- SEO monitoring scripts
- Content generation pipelines
- Rank tracking tools
- Looker Studio dashboards

RESULTS SINCE I JOINED, NOV 2025 TO PRESENT

# Three SaaS brands

Search Console totals for appliance.io, skulytics.io and reusely.com, compared with the same span before I started.

507K

Impressions

+98.2%

10,282

Clicks

+32.7%

12.2

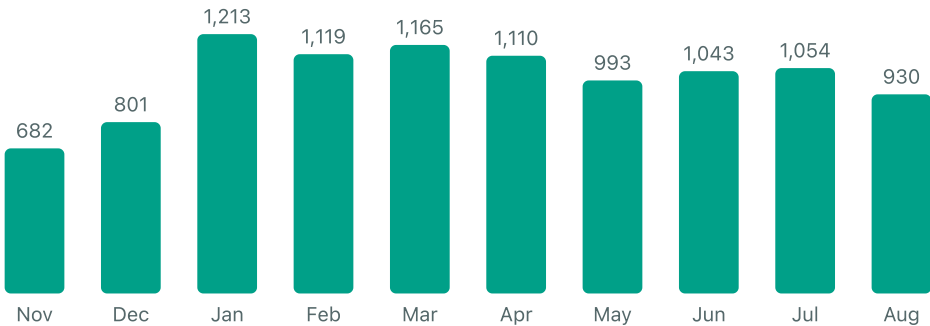
Average position

46% better

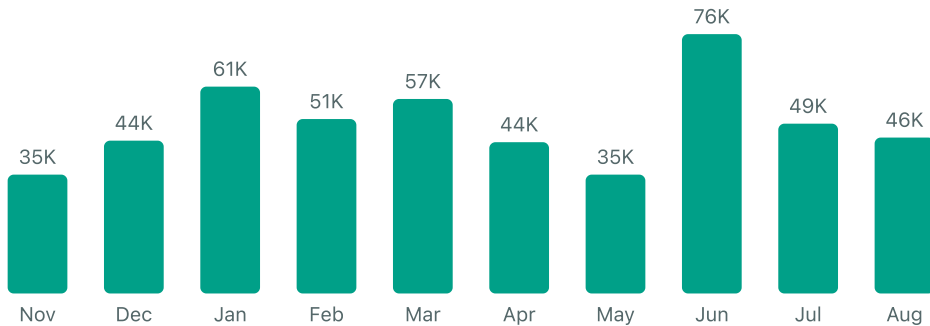
2.03%

CTR

Monthly clicks



Monthly impressions



PER BRAND, NOV 2025 TO PRESENT

# Brand breakdown

## APPLIANCE.IO

Appliance software for retailers

**110,500**

impressions

**2,957**

clicks

**2.68%**

CTR

**14.9**

average position

## SKULYTICS.IO

SKU analytics

**134,522**

impressions

**1,564**

clicks

**1.16%**

CTR

**12.7**

average position

## REUSELY.COM

Device buyback platform

**262,451**

impressions

**5,761**

clicks

**2.20%**

CTR

**10.7**

average position

# 35+ appliance retailer sites on one codebase

23M

Impressions

175K

Clicks

10.3

Average position

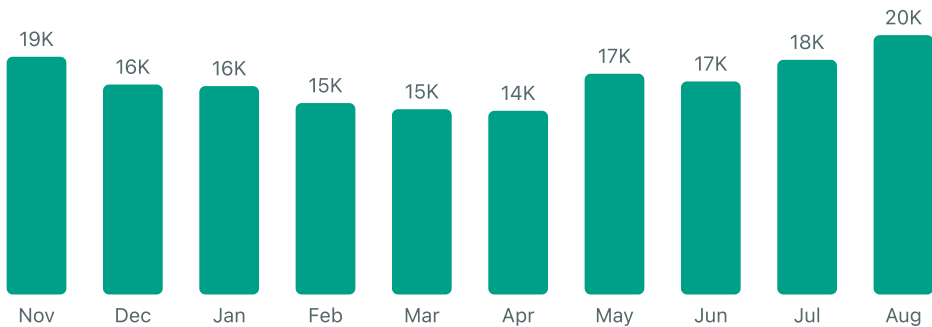
62.5% better

0.76%

CTR

+22.6%

## Monthly clicks, all sites



## Largest sites

| SITE                   | IMPRESSIONS | CLICKS |
|------------------------|-------------|--------|
| marksappliance.com     | 10,638,151  | 44,513 |
| slymanbros.com         | 7,661,161   | 76,270 |
| mrappliancesales.com   | 988,834     | 12,613 |
| sorensonsappliance.com | 884,595     | 10,602 |
| southernappliances.net | 711,380     | 6,943  |
| myeliteappliances.com  | 542,253     | 6,597  |

CURRENT ROLE, NOV 2025 TO PRESENT

# Hiu Technologies

SEO owner for appliance.io, skulytics.io and reusely.com, plus the retailer sites built on the shared platform.

- Built an automated SEO pipeline so organic growth does not depend on someone doing the same manual checks every week.
- Set up programmatic content generation that keeps publishing steady across the product verticals.
- Wrote a technical SEO monitor that flags crawl and indexation problems before they show up as ranking drops.
- Reworked the e-commerce architecture and the Fleet Console for cleaner crawling and better conversion paths.
- Led the ground-up rebuild of the Appliance.io website with geo-targeting baked in. The launch window produced 5 direct conversions (3 from the AI chat, 2 from organic search), and after that 1 more from an AI Overview and 2 from organic search.
- Handled a coordinated negative SEO attack on all three brands at once: around 900 spam domains reviewed and disavowed.
- Diagnosed why the Reusely buyback widget was losing organic leads (closed shadow DOM) and wrote the fix spec for it.

CASE STUDY, FEB 2022 TO JUN 2023

# VCGamers: gaming marketplace and news

A JavaScript-heavy marketplace with a news section. I owned keyword planning, on-page and internal linking, crawl and indexing fixes, and the weekly reporting.

**4.16M**

clicks in 12 months

**176M**

impressions

**5.5M+**

sessions in 2022, up 220% on 2021

**441K**

monthly active users, up 630%

- Over 8,000 tracked keywords, with a long list of Mobile Legends, Genshin and Free Fire terms sitting at position 1.
- Layout shift audit for the marketplace: every shifting element logged with its before and after coordinates, then handed to the developers as a sheet.

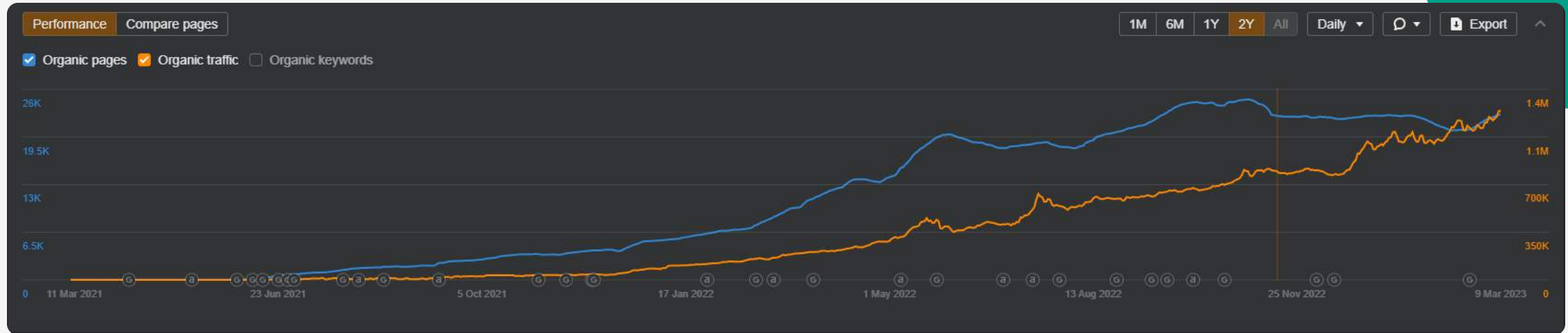
## CASE STUDY

# VCGamers: Search Console



## CASE STUDY

# VCGamers: Ahrefs organic growth



## TIMELINE

# Year by year

## 2020

Built two blogs in the food and travel niche and did the on-page work. Started at cmlabs as a WordPress developer, then moved to technical SEO.

## 2021

Technical SEO fixes for a banking website (OCBC NISP) and for JavaScript-based sites. Built a rank tracker and internal SEO tools as a system analyst.

## 2022

Joined VCGamers. Technical and strategic SEO for a gaming marketplace and news site.

## 2024

WordPress builds for Arvis, Mewari and The Collective. SEO for Egonym in Zurich.

## 2025

Part-time technical SEO at Pipeline, then joined Hiu Technologies in November.

## 2026

Technical fixes for Cakap, TEKA Flooring and AKTE Cleaning, scoped to the sites themselves: crawl, indexing and site health, not content.

---

EXPERIENCE

# Roles

|                      |                                             |                              |
|----------------------|---------------------------------------------|------------------------------|
| Nov 2025 to present  | <b>SEO Specialist</b> , Hiu Technologies    | Full-time                    |
| Nov 2024 to May 2025 | <b>Technical SEO Specialist</b> , Pipeline  | Part-time, Bogor, remote     |
| Sep 2024 to Nov 2024 | <b>SEO Specialist</b> , Egonym              | Freelance, Zurich, remote    |
| Mar 2024 to Sep 2024 | <b>WordPress Developer</b> , The Collective | Freelance, Budapest, remote  |
| Mar 2024 to Jul 2024 | <b>WordPress Developer</b> , Mewari         | Freelance, Indonesia, remote |
| Nov 2023 to Feb 2024 | <b>WordPress Developer</b> , Arvis          | Freelance, Jakarta, remote   |
| Feb 2022 to Jun 2023 | <b>SEO Specialist</b> , VCGamers            | Full-time, Bekasi, remote    |
| Mar 2021 to Jul 2021 | <b>System Analyst</b> , cmlabs              | Full-time, Indonesia         |
| May 2020 to Mar 2021 | <b>Technical SEO</b> , cmlabs               | Contract, Malang             |
| Jan 2020 to Mar 2020 | <b>WordPress Developer</b> , cmlabs         | Internship, Malang           |

BRANDS

# Brands I have worked on



# Thank you

Send me the site and the problem.



Ermanu Azizul Hakim

[ermanuazizulhakim3@gmail.com](mailto:ermanuazizulhakim3@gmail.com)

[linkedin.com/in/ermanu-hakim/](https://linkedin.com/in/ermanu-hakim/)

[portfolio.ermanu.xyz](https://portfolio.ermanu.xyz)