

CRIS GERALD G. MANGUBAT

Web Developer • SEO Specialist • Local SEO & WordPress Expert

Lucena City, Quezon Province, Philippines
cgmangubat@gmail.com | Remote / Freelance
Available Full Time and Part-Time & Long-Term



PROFILE

Web Developer and Local SEO Specialist with 16+ years of web development experience and 8+ years specializing in SEO. Founder of Tanglaw Digital, a web development and local SEO practice serving small and mid-sized businesses. Serves as an all-in-one Webmaster + SEO Specialist for marketing agencies looking to outsource technical website maintenance, WordPress management, and local Google Business Profile setup for their clients. Skilled in WordPress development, technical SEO audits, and Google Business Profile / local search optimization. Comfortable owning projects end-to-end with minimal supervision, from strategy through execution.

CORE SKILLS

Web Development • WordPress (themes, plugins, custom builds) • Page Builders: Elementor, Divi • HTML / CSS / JavaScript / PHP debugging • Site speed & performance optimization • cPanel, hosting, domain & email management • LocalWP development environment	SEO & Local SEO • Technical SEO audits (Screaming Frog, GSC) • On-page SEO & content optimization • Google Business Profile optimization • Local citation & review-growth strategy • SEO reporting & remediation roadmaps
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EXPERIENCE

Web Developer & Local SEO Specialist

2024 – Present

Tanglaw Digital, formerly WebMax IT Solutions (Founder) — Remote / Philippines

- Founded and operate a web development and local SEO practice serving small business clients.
- Act as an all-in-one Webmaster + SEO Specialist for marketing agencies, handling technical website maintenance, WordPress management, and local Google Business Profile setup on their behalf so agencies can focus on strategy and client relationships.
- Design and build WordPress websites end-to-end using Elementor and Divi — from planning and structure through launch.
- Conduct technical SEO audits using Screaming Frog and Google Search Console, identifying crawl errors, on-page issues, and structural problems, then delivering prioritized remediation plans that noticeably improve site health and page speed.
- Optimize Google Business Profile listings and local SEO signals for service-based and local businesses, driving stronger local search visibility and discovery.
- Built a full web and local SEO presence for a food business from scratch — SEO-optimized landing page, GBP strategy, review-generation system, and social content calendar (besprensdelight.com), resulting in improved local visibility and steady growth in order inquiries.
- Currently maintain and support the following active client websites: glamandglits.com, raquelpawnshop.com, and pthi.edu.ph.

Web Developer & SEO Specialist

2016 – 2024

Freelance — Remote

- Managed and maintained production WordPress websites for clients across multiple industries, using Elementor and Divi for builds and layout updates.
- Performed on-page and technical SEO improvements to increase organic visibility and traffic.
- Debugged website layout, plugin, and code-related issues across HTML, CSS, JavaScript, and PHP.
- Supported clients with hosting, domain, and general technical website concerns.

ADDITIONAL EXPERIENCE

Corporate IT Support

15 Years

- Served as in-house IT Support for 15 years — handling systems troubleshooting, network and hardware maintenance, and end-user support across branches.
- Built deep, hands-on troubleshooting expertise over the long tenure, developing strong problem-solving discipline and reliability under pressure.
- Maintained documentation and processes, providing consistent technical support that kept business operations running smoothly.

AVAILABILITY

Open to remote, part-time or long-term engagements — one-off SEO audits, WordPress builds/fixes, ongoing website management, and local SEO retainers.