

Dias Ardini Kartosudjono

SEO Virtual Assistant Portfolio

Technical SEO

On-Page SEO

Backlink Research

Content Writing

CREDENTIALS



Alumni

45-Day SEO VA Bootcamp



Real Project

30-Day Internship



White-Hat SEO

Ethical & Sustainable

About Me

Background, motivation, and readiness to work as an SEO Virtual Assistant



Dias Ardini Kartosudjono

Bekasi - West Java, Indonesia

SEO Virtual Assistant with 20+ years of B2B commercial experience — I bring both execution skills and business context that pure-SEO VAs often lack.

AVAILABILITY

Full-time / Part-time / 3 hours per day / remote

MOTIVATION

I combine patience, structured execution, and commercial awareness to turn SEO efforts into long-term business growth.

LANGUAGE

Bahasa (Native), English (Active), German (Passive), Arabic (Passive)

Professional Summary:

I am an SEO Virtual Assistant with a background in Sales & Marketing, specializing in keyword research, content optimization and lead-focused SEO. I help businesses increase visibility, attract qualified traffic and turn organic efforts into measurable growth .

Skills & Tools

Competencies acquired after bootcamp and internship

Technical SEO

- ✓ Site speed & Core Web Vitals
- ✓ Crawlability & XML sitemap
- ✓ Mobile responsiveness check
- ✓ Robots.txt & canonical tags
- ✓ Schema markup / structured data

Off-Page SEO

- ✓ Competitor backlink analysis
- ✓ Prospect identification (white-hat)
- ✓ Niche relevance assessment
- ✓ Outreach email copywriting
- ✓ Link profile evaluation

On-Page SEO

- ✓ Keyword research & mapping
- ✓ Title tag & meta description
- ✓ Heading structure (H1–H3)
- ✓ Internal linking strategy
- ✓ Content optimization & E-E-A-T

Tools & Reporting

- ✓ Google Search Console
- ✓ Ubersuggest (free tier)
- ✓ Screaming Frog (500 pages, free)
- ✓ PageSpeed Insights
- ✓ SEO Audit Report (Google Sheet)

Real Client Project

30-Day Bootcamp — Project Documentation

PROJECT INFO

Klien / Brand Indriariadna.com

Website <https://indriariadna.com/>

Niche Freelancing education & SEO
Virtual Assistant training

Periode Jan 23rd 2026 – Feb 23rd
2026

Mentor Indri Ariadna

SCOPE OF WORK



Technical SEO Audit



On-Page Optimization (2
articles)



Keyword Research &
Mapping



Content Writing (2 new
articles)



Backlink Research



Final Audit + Wrap-Up
Report

Real Client Project

30-Day Internship — Project Documentation

PROJECT INFO

Klien / Brand	Pengadaanbarang.com
Website	https://www.pengadaanbarang.co.id/
Niche	Procurement (for material & service) & Supply Chain Education & Knowledge Hub
Periode	Feb 23rd - Mar 23rd 2026
Mentor	Indri Ariadna

SCOPE OF WORK



Technical SEO Audit



On-Page Optimization (2 articles)



Keyword Research & Mapping



Content Writing (2 new articles)



Backlink Research



Final Audit + Wrap-Up Report

Completed Deliverables

Work checklist during the 4-week internship

WEEK 1

- ✓ Initial SEO Audit Report (Technical + On-Page)
- ✓ Competitor Backlink Analysis
- ✓ Keyword Research & Ranking Baseline Report

WEEK 2

- ✓ Content Optimization Plan (2 articles)
- ✓ New Article Outline (2 topics)
- ✓ Backlink Prospect List (10-15 resources)

WEEK 3

- ✓ Optimized Article #1 — reported
- ✓ New Article #1 — ready to publish

WEEK 4

- ✓ Artikel Optimasi #2 — reported
- ✓ New Article #2 — ready to publish
- ✓ Outreach Draft (email draft to prospects)
- ✓ Final Comparison Audit
- ✓ Wrap-Up Report

Work Result #1 — Technical SEO Audit

Screenshots & summary of findings

30-DAY SEO INTERNSHIP | WEEK 4 WRAP-UP SUMMARY

LAPORAN AKHIR INTERNSHIP

Week 4 — Final Wrap-Up Summary

30-Day SEO Internship Program | indriariadna.com

1. IDENTITAS INTERN & PROJECT

Nama Intern	Dias Ardini Kartosudjono
Brand/Mitra	Pengadaanbarang.co.id
Website	https://www.pengadaanbarang.co.id/
Niche / Industri	Pengadaan Barang dan Jasa Pemerintah / Edukasi Pengadaan
Periode Internship	23 Feb 2026 – 23 Mar 2026
Mentor	Indri Ariadna

KEY FINDINGS

The site loads relatively fast on desktop, but mobile performance can be improved.

Meta title and description exist, but could be refined with clearer keyword focus

Adding strong CTAs and testimonials would help conversion

Authentic personal site with strong voice and credibility

→ [Full report is available in the next link](#)

Work Result #2 — On-Page Optimization

Article Review

indriariadna.com



Article Review

Article Title	Meta Description	Readability (Easy/Medium/Hard)	Word Count (approx)	Improvement Suggestion
Freelancer True Story: Miskomunikasi yang Bikin Sangsi	Sharing kisah nyata freelancer soal miskomunikasi di Upwork dan pengalaman komunitas.	Easy	~850	Tambahkan subheading, bullet points, dan kata kunci terkait "freelance Upwork Indonesia" untuk SEO.
Virtual Assistant Pemula: 10 Kesalahan Fatal yang Dapat Merusak Reputasi Anda	Panduan untuk pemula agar menghindari kesalahan umum saat menjadi virtual assistant.	Medium	~2,800	Artikel terlalu panjang, bisa dipotong jadi seri (Part 1 & 2). Tambahkan infografis/daftar ringkas di awal untuk meningkatkan engagement.
Virtual Assistant, 7 Page Ini Wajib Ada di Websitemu!	Penjelasan halaman penting yang harus ada di website seorang virtual assistant.	Medium	~1,900	Tambahkan contoh visual tiap page (screenshot/ilustrasi). Optimasi kata kunci "website virtual assistant" agar lebih SEO-friendly.
Pentingnya Personal Branding #naiklevel Bagi Virtual Assistant Dengan Domain Murah Rumahweb	Menjelaskan pentingnya personal branding melalui website dan domain murah.	Easy	~1,600	Perkuat call-to-action (CTA) untuk pembelian domain/hosting. Tambahkan studi kasus sukses personal branding VA.
Pentingnya Meningkatkan Keahlian untuk Bersaing di Dunia Kerja Remote Work	Bahas pentingnya skill untuk freelancer & ibu rumah tangga dalam dunia kerja remote.	Easy	~2,500	Tambahkan keyword "remote work Indonesia" dan data terbaru untuk relevansi SEO.

by Dias Ardini Kartosudjono



Work Result #3 — Content Writing & Backlink Research

New Articles & Prospects list

CONTENT WRITING

Judul Artikel	Keyword Target	Jumlah Kata	Status
Kualitas Bootcamp Digital di Indonesia: Gap Skill vs Demand Industri	bootcamp digital marketing Indonesia terbaik	1800 - 2000	Ready to Publish 
Bootcamp vs Otodidak: Mana Lebih Efektif?	belajar SEO otodidak vs bootcamp untuk freelancer	1800 - 2000	Ready to Publish 

BACKLINK RESEARCH

Domain / Website	DA/DR	Tipe Peluang	Relevansi Niche	Status Outreach
https://theconversation.com/id	92	Editorial Academic	Authority + E-E-A-T Very High	Draft
https://aws.amazon.com/blogs/training-and-certification/	95	Corporate Editorial	Brand credibility internasional	Draft
https://www.hostinger.com/	92	Contextual Editorial	Related, Site Tutorial	Draft
https://www.coursereport.com/schools	59	Guest Post as bootcamp provider	Related	Draft
https://katadata.co.id/	60	Media Editorial	Digital PR	Draft

Deliverable — Screenshots & Links

Visual attachments as validation of actual work

SEO AUDIT REPORT

Comprehensive Website Analysis & Recommendations

CLIENT INFORMATION

Field	Information
Website URL	https://sanjincoffee.co.id/
Client Name	Sanjino Coffee
Audit Date	Feb 4th 2026
Auditor Name	Dias Ardini Kartosudjono
Report Period	Feb 2026

EXECUTIVE SUMMARY

Overall SEO Health Scores:

Category	Score	Status
Technical SEO	76/100	Needs Improvement
On-Page SEO	82/100	Needs Improvement
Off-Page SEO	74/100	Needs Improvement (Authority Building Phase)
Content Quality	79/100	Needs Improvement (Content Optimization Phase)
OVERALL SCORE	78/100	Needs Improvement (website still sapg utdki: improved)

Key Findings (Summary of top 3-5 issues):

- 1) Website Performance & Mobile Experience Masih di Bawah Standar Kompetitif
- 2) Artikel sangat informatif, tapi kurang menjabarkan ke produk (commercial intent)
- 3) Backlink volume cukup, tapi kualitas beragam
- 4) Product Pages Kurang Menjual & Kurang SEO-Optimized
- 5) Local SEO Presence Belum Dimaksimalkan

No	Topik / Sub-Topik	Skala / Rentan	Metrik / KPI / Kuantitas	Detail / Status	Urgensi / Prioritas	Langkah / Solusi	Penyebab / Root Cause	Timeline / Target	Dampak / Risiko
1	1. Core Web Vitals	30%	70%	Medium	High	Optimize images, lazy load, minify CSS/JS	Slow server response	1-2 weeks	High
2	2. Mobile Usability	15%	85%	Medium	High	Fix viewport, touch targets, font sizes	Small text, cramped layout	1 week	Medium
3	3. Backlinks	10%	60%	Low	Medium	Identify high-quality link opportunities	Lack of outreach, low-quality links	3-6 months	Low
4	4. Content Quality	20%	75%	Medium	Medium	Improve depth, add data, update old content	Thin content, outdated info	2-4 weeks	Medium
5	5. Technical SEO	10%	80%	Low	Medium	Fix broken links, improve site structure	404 errors, poor navigation	1-2 weeks	Low
6	6. Local SEO	5%	50%	Low	Medium	Optimize GMB, local citations	Incomplete GMB, inconsistent NAP	2-3 weeks	Low
7	7. Meta Tags (Title & Meta)	10%	70%	Low	Medium	Write unique, keyword-rich titles	Generic titles, missing meta descriptions	1 week	Low
8	8. Image Optimization	15%	65%	Low	Medium	Compress images, use alt text	Large images, missing alt text	1-2 weeks	Low
9	9. Page Speed (Above the Fold)	20%	70%	Low	Medium	Optimize above-the-fold content	Heavy hero section, too many elements	1-2 weeks	Low
10	10. Link Health	10%	80%	Low	Medium	Remove broken links, fix redirects	404 errors, too many redirects	1 week	Low
11	11. Schema Markup	5%	40%	Low	Medium	Implement relevant schema types	No schema implemented	2-3 weeks	Low
12	12. Content Freshness	10%	60%	Low	Medium	Update old content, create new content	Stale content, no new articles	2-4 weeks	Low
13	13. Internal Linking	10%	70%	Low	Medium	Improve internal link structure	Poor internal linking, orphan pages	1-2 weeks	Low
14	14. Content Quality (Depth)	15%	75%	Low	Medium	Expand on key topics, add data	Thin content, lack of expertise	2-4 weeks	Low
15	15. Content Quality (Uniqueness)	10%	60%	Low	Medium	Ensure content is original and valuable	Thin content, lack of expertise	2-4 weeks	Low
16	16. Content Quality (Engagement)	10%	60%	Low	Medium	Use engaging formats, add multimedia	Text-heavy, no images/videos	2-4 weeks	Low
17	17. Content Quality (Authority)	10%	60%	Low	Medium	Build backlinks, establish expertise	Lack of backlinks, no authority	3-6 months	Low
18	18. Content Quality (Freshness)	10%	60%	Low	Medium	Update old content, create new content	Stale content, no new articles	2-4 weeks	Low
19	19. Content Quality (Structure)	10%	60%	Low	Medium	Use clear headings, bullet points	Poor structure, no headings	1-2 weeks	Low
20	20. Content Quality (Visuals)	10%	60%	Low	Medium	Use high-quality images, videos	Low-quality images, no videos	1-2 weeks	Low
21	21. Content Quality (Interactivity)	10%	60%	Low	Medium	Use interactive elements, quizzes	Static content, no interactivity	1-2 weeks	Low
22	22. Content Quality (Social Media)	10%	60%	Low	Medium	Optimize for social media	Not optimized for social	1-2 weeks	Low
23	23. Content Quality (SEO)	10%	60%	Low	Medium	Optimize for search engines	Not optimized for search	1-2 weeks	Low
24	24. Content Quality (User Experience)	10%	60%	Low	Medium	Improve navigation, reduce clutter	Complex navigation, too many elements	1-2 weeks	Low
25	25. Content Quality (Performance)	10%	60%	Low	Medium	Optimize for speed, mobile	Slow loading, not mobile-friendly	1-2 weeks	Low
26	26. Content Quality (Security)	10%	60%	Low	Medium	Ensure website is secure	Not secure, missing SSL	1-2 weeks	Low
27	27. Content Quality (Accessibility)	10%	60%	Low	Medium	Improve accessibility	Not accessible, missing alt text	1-2 weeks	Low
28	28. Content Quality (Compliance)	10%	60%	Low	Medium	Ensure website complies with regulations	Not compliant, missing privacy policy	1-2 weeks	Low
29	29. Content Quality (Analytics)	10%	60%	Low	Medium	Implement analytics, track performance	No analytics, no tracking	1-2 weeks	Low
30	30. Content Quality (Reporting)	10%	60%	Low	Medium	Regular reporting, track progress	No reporting, no progress tracking	1-2 weeks	Low

Keyword Research Spreadsheet

Target Keyword	Secondary Keywords	Search Intent	Keyword Difficulty (1-100)
Sanjino Coffee	Sanjino Coffee, Sanjino Coffee Indonesia, Sanjino Coffee Menu	Informational	10
Sanjino Coffee Menu	Sanjino Coffee Menu, Sanjino Coffee Menu Indonesia, Sanjino Coffee Menu Price	Transactional	15
Sanjino Coffee Price	Sanjino Coffee Price, Sanjino Coffee Price Indonesia, Sanjino Coffee Price List	Transactional	15
Sanjino Coffee Location	Sanjino Coffee Location, Sanjino Coffee Location Indonesia, Sanjino Coffee Location Map	Local	10
Sanjino Coffee Contact	Sanjino Coffee Contact, Sanjino Coffee Contact Indonesia, Sanjino Coffee Contact Info	Transactional	10
Sanjino Coffee Reviews	Sanjino Coffee Reviews, Sanjino Coffee Reviews Indonesia, Sanjino Coffee Reviews Real	Informational	15
Sanjino Coffee Delivery	Sanjino Coffee Delivery, Sanjino Coffee Delivery Indonesia, Sanjino Coffee Delivery Service	Transactional	15
Sanjino Coffee Franchise	Sanjino Coffee Franchise, Sanjino Coffee Franchise Indonesia, Sanjino Coffee Franchise Info	Transactional	10
Sanjino Coffee Partners	Sanjino Coffee Partners, Sanjino Coffee Partners Indonesia, Sanjino Coffee Partners List	Transactional	10
Sanjino Coffee Suppliers	Sanjino Coffee Suppliers, Sanjino Coffee Suppliers Indonesia, Sanjino Coffee Suppliers List	Transactional	10
Sanjino Coffee Distributors	Sanjino Coffee Distributors, Sanjino Coffee Distributors Indonesia, Sanjino Coffee Distributors List	Transactional	10
Sanjino Coffee Retailers	Sanjino Coffee Retailers, Sanjino Coffee Retailers Indonesia, Sanjino Coffee Retailers List	Transactional	10
Sanjino Coffee Wholesalers	Sanjino Coffee Wholesalers, Sanjino Coffee Wholesalers Indonesia, Sanjino Coffee Wholesalers List	Transactional	10
Sanjino Coffee Importers	Sanjino Coffee Importers, Sanjino Coffee Importers Indonesia, Sanjino Coffee Importers List	Transactional	10
Sanjino Coffee Exporters	Sanjino Coffee Exporters, Sanjino Coffee Exporters Indonesia, Sanjino Coffee Exporters List	Transactional	10
Sanjino Coffee Manufacturers	Sanjino Coffee Manufacturers, Sanjino Coffee Manufacturers Indonesia, Sanjino Coffee Manufacturers List	Transactional	10
Sanjino Coffee Suppliers	Sanjino Coffee Suppliers, Sanjino Coffee Suppliers Indonesia, Sanjino Coffee Suppliers List	Transactional	10
Sanjino Coffee Distributors	Sanjino Coffee Distributors, Sanjino Coffee Distributors Indonesia, Sanjino Coffee Distributors List	Transactional	10
Sanjino Coffee Retailers	Sanjino Coffee Retailers, Sanjino Coffee Retailers Indonesia, Sanjino Coffee Retailers List	Transactional	10
Sanjino Coffee Wholesalers	Sanjino Coffee Wholesalers, Sanjino Coffee Wholesalers Indonesia, Sanjino Coffee Wholesalers List	Transactional	10
Sanjino Coffee Importers	Sanjino Coffee Importers, Sanjino Coffee Importers Indonesia, Sanjino Coffee Importers List	Transactional	10
Sanjino Coffee Exporters	Sanjino Coffee Exporters, Sanjino Coffee Exporters Indonesia, Sanjino Coffee Exporters List	Transactional	10
Sanjino Coffee Manufacturers	Sanjino Coffee Manufacturers, Sanjino Coffee Manufacturers Indonesia, Sanjino Coffee Manufacturers List	Transactional	10

Ready to publish Article #1

Reflection & Learning Outcomes

What was learned and key takeaways from the 30-day internship



Greatest Skill Acquired

Strengthened my ability in SEO technical audits and data-driven keyword research to create content aligned with real business needs.



Challenges & How to Overcome

Faced challenges in translating SEO data into actionable insights, which I overcame by structuring analysis, validating with tools, and aligning outputs with business objectives.



Most Memorable Experience

Realized that SEO only creates value when aligned with real business goals—working with an actual client showed me the importance of translating data into actions that impact traffic, leads and decisions.



Future Development Plan

Focus on deepening technical SEO and content strategy, mastering tools like Google Search Console, Ahrefs and Ubersuggest, with a clear 3-month goal to deliver measurable improvements in organic traffic and keyword rankings for real business cases.

Testimonial

Real feedback from Real Collaborations

SEO VA Mentor

"Your capability is clearly proven — not only through your deliverables, but in how you respond to feedback. With your niche focus and solid execution skills, you already have a strong foundation to become a highly competitive SEO Virtual Assistant." — **Indriyas W.**, SEO VA Mentor · indriariadna.com

Internship Client

"Impressive deliverables for an intern level. Dias excels at crafting strategic outlines and organized content structures with a solid foundation in SEO." — Website Owner · pengadaanbarang.co.id

Services & Contact

Ready to collaborate as a professional SEO VA, committed to delivering real results.



SEO Audit & Research

- Technical audit
- Keyword research & mapping
- Competitor analysis



Content & On-Page

- SEO article (1500-3000 kata)
- On-page optimization
- Content brief & outline



Off-Page & Backlink

- Prospect research (white-hat)
- Competitor backlink analysis
- Outreach copywriting



Reporting & Admin

- SEO audit report
- Weekly progress tracking
- Dashboard data entry

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diasardini.va@gmail.com



www.linkedin.com/in/diaskartosudjono