



Michael Adegoke

WordPress Expert (10+ Years)

✉ hello@michaeladegoke.net

🌐 michaeladegoke.net

in linkedin.com/in/michaeladegoke/

Personal Statement

I am enthusiastic about providing WordPress solutions that are innovative and creative; while learning all that will help me achieve perfection and excellence.

Areas of Specialization

1. WordPress Calculator
2. WordPress Web Design
3. WordPress Speed Optimization
4. JSON LD Schema

WordPress Skills

1. HTML
2. CSS
3. Web Design
4. On-Page SEO

Other Skills

1. Graphics Design
2. Content Writing
3. Video Composition
4. Shopify Schema Writing
5. Joomla Web Design

Achievements

WordPress Web Design

- Successfully designed www.usacalculators.com and created all the content on it and all the calculators on it.
- Created a method of preventing spam messages without using Recaptcha or honeypots, using the Calculated Fields Form plugin.
- Created a custom method of inserting breadcrumbs without editing theme files. A beginner-friendly method, using Breadcrumb NAVXT and Ads Insertor.

- Successfully implemented custom post types, taxonomies and archives using the Custom Post Type UI plugin.

WordPress Speed Optimization

- Achieved 90% Pagespeed Insight Score with websites designed with Elementor Pagebuilder
- Wrote and published a book on WordPress Speed Optimization

JSON LD Schema Writing

- Discovered an easy method of writing Schema Markup for NewsArticle, JobPosting, Products etc.
- Discovered a system of removing microdata schema markup from Shopify and replacing it with JSON LD.

WordPress Calculator

- Successfully built more than 150 WordPress calculators in 2 years, using Calculated Fields Form, JQuery and CSS. Some of the calculators are on www.usacalculators.com.
- Created a Child Support Calculator that encompasses all the models in the USA. This Child Support Calculator is the most comprehensive available online. It is based on the Income Shares Model (used by 40 states in the United States) and the Percentage Income Share Model used by 6 states. This calculator puts into consideration the minimum \$600 expected for annual Child support.
- Created a Tithing Calculator for Christians. (<https://michaeladegoke.net/tithing-calculator/>)

WordPress Tools

Elementor

- I have advanced expertise in using Elementor, having solved problems for website owners from different parts of the world.
- I achieve a good deal of speed even with the websites I build with Elementor, using some speed optimized methods I have developed.
- I know how to combine the power of Elementor with custom CSS to achieve creative and unique looks.

Gutenberg Editor

- I have created 2 full websites with just Gutenberg editor, one of them is the news website – hamletdaily.com
- I can achieve many things only a pagebuilder will achieve even with the Gutenberg editor.

Ads Inserter

- This plugin is naturally meant for showing ads on websites but I have extended the use in achieving some more functions which include:
 - i) Building the elements on a custom post.
 - ii) Displaying breadcrumbs.
 - iii) Displaying custom cookie consent box.

Calculated Fields Form

- With this plugin I have created several kinds of complex calculators, some involving several layers of conditional logic.
- I have created a 100% spam-free contact form with this plugin.

Autoptimize

- This is my best tool for Speed Optimization apart from some other native methods I deploy
- The plugin is free and most effective

Favourite Search Engine Optimization Tools

Google Search Console

- With Google Search Console, I discover new keywords that I can create content on and get some good traffic.
- GSC (Google Search Console) also helps me discover technical errors on a site that need to be fixed. I get to know if my site is mobile-friendly, if the sitemap is submitted if the content is crawlable and indexable by Google and some other information.

Google Analytics

- Google Analytics help me with tracking my pageviews, the location of my visitors and also knowing where the highest traffic is coming from.
- All of these help with strategizing and creating a solid, effective plan.

Ahref

- I use Ahref for backlink analysis.
- I also use it to know the Keyword search volume, Keyword difficulty and decide better on what content to create.

Yoast

- Yoast helps me with on-site optimization for all my WordPress websites
- With Yoast, I can create a good internal linking structure.

Backlinko.com

- This website run by Brian Dean is one of my major resources for Search Engine Optimization.

Searchenginejournal.com

- This website helps me stay up to date with SEO trends across the globe and also helps me acquire new skills to up my SEO game.

Favourite Graphics Tools

Adobe Illustrator

- This is my favourite Graphics Design tool. I have created some amazing designs with Adobe Illustrator.
- With this tool, I create logos for my websites, create custom SVG icons and create some other elements.

Adobe Photoshop

- With this tool, I convert images to different formats depending on the project I am working on
- Adobe Photoshop also help me in resizing images for my websites.

Favourite Video Tools

Camtasia

- This tool helps me in creating video tutorials.
- It also helps me in explaining how to navigate a site to users.

Adobe Media Encoder

- Adobe Media Encoder helps me in converting videos to different formats.
- It also helps in lowering the file sizes of the videos.

Audacity

- With this tool, I edit the sounds I have recorded for my videos.

Favourite Implementation/Activities

1. Creating custom post types on this site (hamletdaily.com), adding schema markup to them, and adding breadcrumbs for all pages including the archives of the post types without editing the theme files.
2. Creating an animated background for uscalculators.com using CSS
3. Creating custom SVF icons for websites to reduce load time

4. Using PNG 8 images with only 2 colours facilitates good page speed.
5. Devising an alternative to sliders that is fast and easier to implement using Elementor.
6. Converting images to SVG fonts to reduce page requests.

Experience

Freelance WordPress Web Designer

2011 – till date

Current Live Websites

- www.usacalculators.com
- www.michaeladegoke.net
- www.fortrealrei.com.ng
- www.hamletdaily.com

Digital Marketer

Company: Lantern Books

2020 – 2021

Duties

1. Performed on-page and off-page SEO on the e-commerce website to increase sales
2. Ran Social Media campaigns on Facebook & Instagram to drive sales.
3. Implemented security strategies to prevent cyber attacks.
4. Created Social Media content and calendar.

Graphics Design/Social Media Executive

Company: British American Tobacco Nigeria

2018 – 2019

Duties

1. Created newsletter content and sent them to the mailing list.
2. Designed materials for internal and external communications.
3. Managed all social media accounts together with an agency.
4. Developed content strategies for social media accounts.

Recommendations

Chad Main

Founder, Percipient | Attorney | Host of Technically Legal Podcast

Highly recommended for web design. Michael is very responsive, delivers quickly and can quickly grasp and execute project needs.

Harris Elijah

Digital Marketing Manager at ComXo

Michael is always meeting every deadline he has been given with a high level of work. He has been given numerous complicated tasks that involve some problem solving and has done everything with great professionalism. After all his work he also has provided detailed reports of his tasks which helps with reporting. I would highly recommend Michael and am sure he will be a great asset in his next role and tasks.

Education

University of Benin, Nigeria

B. A English & Literature

2011 – 2015

Biodata

Sex: Male

Nationality: Nigerian

Date of Birth: 4th December 1992