



# Seo Analyzer birch.rocks

Generated on February 09 2022 03:08 AM

The score is 61/100



## SEO Content

	Title	<p>Ian Birch - Curriculum Vitae</p> <p><b>Length : 28</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Ian Birch is an experienced Systems Architect with strengths in enterprise application architecture, solution design and implementation, contact center strategy, workforce management, and strategic planning. Ian is professional, innovative, and adept at ensuring quality in various business environments. Ian has been successful in developing solutions that have increased efficiency, improved performance, reduced costs, and boosted client satisfaction.</p> <p><b>Length : 454</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table border="1"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>5</td> <td>15</td> <td>53</td> <td>49</td> <td>8</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] Ian Birch</li> <li>• [H2] Profile</li> <li>• [H2] "We are what we repeatedly do. Excellence, then, is not an act, but a habit."</li> <li>• [H2] Curriculum Vitae</li> <li>• [H2] Testimonials</li> <li>• [H2] Contact</li> <li>• [H3] Customer Satisfaction - 2016</li> <li>• [H3] Labor Savings - 2016</li> <li>• [H3] Labor Savings - 2017</li> <li>• [H3] Tangible benefits created in 12 months</li> </ul>	H1	H2	H3	H4	H5	H6	1	5	15	53	49	8
H1	H2	H3	H4	H5	H6									
1	5	15	53	49	8									

## SEO Content

- [H3] OS Experience
- [H3] Programming Skills
- [H3] Server Administration Experience
- [H3] Web Hosting Experience
- [H3] Systems Software Architect, TTEC
- [H3] Workforce Manager, Morgan Stanley
- [H3] IT Services Manager, UK2 Group
- [H3] Systems Administrator, UK2 Group
- [H3] Management Trainee, Hertz
- [H3] VCARD
- [H3] Let's keep in touch
- [H4] Enterprise Systems Architect
- [H4] Designed an internal tool to monitor agent productivity and provide real-time and historical reporting. Resulting ROI of 160%
- [H4] Designed enterprise solution to provide dynamically translated web applications with full management over the translated strings. Resulting ROI of 180%
- [H4] Developed automated process for restoring critical business services reducing MTTR by 38%
- [H4] Designed SaaS product which provides real-time analysis and visualization of agent productivity within web-based applications for voice, chat, and back-office work. MVP ROI of 54%
- [H4] Develop, refine, and implement architecture for enterprise applications, and service as an ongoing point of contact during the product development lifecycle.
- [H4] Create service delivery roadmaps for new products and tools. Develop architecture blueprints for new products and services that involve on-premise or cloud-based applications.
- [H4] Advise leadership on the design of updates to existing systems and propose forward-thinking solutions to plan for future state.
- [H4] Consult and build consensus among many stakeholders regarding opportunities for continuous process and productivity improvements.
- [H4] Automated manual workforce processes which saved time and reduced error.
- [H4] Improved internal documentation of workforce management procedures and principles for team development.
- [H4] Performed forecasting and scheduling tasks, and monitored real-time service level management in a multi-site, multi-skill contact center.
- [H4] Responsible for agent skilling, capacity planning, optimization, performance reporting, and analytics.
- [H4] Collaborated with business partners and stakeholders to ensure accurate and timely completion of initiatives.
- [H4] Increased customer satisfaction by 15% YoY
- [H4] Implemented new analytics for customer satisfaction surveys. Results showed: 74% of positive feedback was attributed to a definitive resolution 52% of positive feedback was attributed to a fast response time 68% of negative feedback was attributed to a lack of resolution 21% of negative feedback was attributed to a slow response time.
- [H4] Improved support operations reducing agent occupancy
- [H4] Leveraged new live chat software, which improved

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automatic routing and allocation of live chat requests. Results were: 9% of total inbound support requests shifted to live chat. Greater ability to help multiple clients concurrently Reduced repeat support requests by accelerating case resolution.

- [H4] Consolidated siloed support teams and applications reducing staff and increasing productivity
- [H4] Implemented the following for a successful transition into one consolidated team: Organizing mentoring sessions with senior technicians Creating new internal documentation Organizing shift swaps between technicians on different teams Standardizing various internal tools and scripts Implementing a progressive training procedure including a proficiency checklist
- [H4] Accelerated onboarding process for new hires by over 50%
- [H4] Created a new hire training platform, which replaced multiple disparate, legacy training platforms. This provided: Online video resources Written training material provided by existing team of technicians Training activities using mock support requests Structured 1-on-1 sessions shadowing other technicians Module evaluations
- [H4] Championed project to implement a Cloud Contact Center solution with company savings over 16%
- [H4] Analyzed internal system architecture to evaluate what solution would have the greatest success within the company environment. Explored various "best-of-breed" enterprise systems, and evaluated various Contact Center providers for both on-premise and hosted solutions. Planned and orchestrated technical integration of the Contact Center into the customer service organization. This solution improves the customer experience by:
  - [H4] Automated manual reporting processes creating labor savings of 10%
  - [H4] Worked with the business intelligence team and organized a procedure to ensure the consistency of statistical performance reports Improved the accuracy of productivity metrics by incorporating adjustments for time spent in meetings or developing technical skills Automated the calculation and delivery of key performance indicators to the individual technicians
  - [H4] Used gamification to increase team productivity by 27%
  - [H4] Created and implemented a new method of scoring and ranking technicians based on productivity. I used this to: Recognize and reward top performers Focus on working with under-performing technicians Increase individual accountability for weekly performance Create healthy competition by introducing gamification of team performance metrics
- [H4] Led various individual projects to continuously improve the support organization
- [H4] Set aside an hour every week for each technician to focus on developing their professional skills and to work on one of many team projects Encouraged technicians to come up with creative and innovative ways to improve their day-to-day tasks. This led to: Development of a web tool to categorize support requests and provide insightful data regarding the reasons why clients contact support. The technician who primarily worked on this project was promoted to a developer position. Development of a command line tool that enabled technicians

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to perform various administrative functions within a single terminal session. Improvement of various command line tools that helped to accelerate troubleshooting processes. The technician who primarily worked on this project was promoted to a tier 2 technical position. Creation of additional modules for the new hire training site. Consolidation and organization of internal documentation into a single, centralized knowledgebase. Improvement of public facing knowledgebase articles to provide current and accurate information.

Development of Autohotkey templates to improve speed and accuracy of the technicians' written communication.

- [H4] Implemented process of tracking support requests to provide more proactive service
- [H4] Led project to develop and incorporate a web tool that allows technicians to classify and categorize the support requests received throughout the day. The web tool is designed to fit easily into the technicians' workflow and to be useful to the support technicians, as well as upper management. The data within the tool has allowed for more descriptive and prescriptive analytics, which enables management to: Identify top drivers of support requests in order to automate or eliminate them. Improve incident and problem management by identifying trends and performing root cause analysis. Mitigate effects of planned changes in infrastructure, service plans, etc.
- [H4] Received company recognition for client service excellence
- [H4] At the beginning of 2016, I received an award from UK2 Group that is given annually to an employee with superior client satisfaction ratings.
- [H4] Provided weekly training sessions to mentor other admins and engineers
- [H4] Once a week, I would answer questions, teach how to compose scripts, and how various Linux command line utilities can be applied in our daily activities. This helped the others to develop their professional skills and improved their troubleshooting abilities.
- [H4] Proactively resolved escalations while working as a junior admin
- [H4] As a junior admin, I would go through the incident and request queue resolving many of the issues that had been escalated by other junior admins. This helped to me to gain additional experience and highlighted my aptitude to quickly learn new concepts and adapt to new technologies.
- [H4] Led junior and senior teams in incident resolution
- [H4] Employed excellent problem-solving skills and multi-tasking abilities which enabled me to: Achieve 102% higher productivity than the team average as a junior sys admin  
Achieve 26% higher productivity than the team average as a senior sys admin
- [H4] Composed complex BASH scripts to automate tasks and increase efficiency
- [H4] These scripts included ones that would: Find websites that have databases using innodb tables and provide the hosting account with the appropriate database. Scan shared servers for dedicated IPs that don't have PTR records configured with the server hostname. Calculate X and Y coordinates to be inserted







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		<ul style="list-style-type: none"> <li>• [H5] (Show Less)</li> <li>• [H5] (Show More)</li> <li>• [H5] (Show Less)</li> <li>• [H5] (Show More)</li> <li>• [H5] (Show Less)</li> <li>• [H5] (Show More)</li> <li>• [H5] (Show Less)</li> <li>• [H5] (Show More)</li> <li>• [H5] (Show Less)</li> <li>• [H5] (Show More)</li> <li>• [H5] (Show Less)</li> <li>• [H5] (Show More)</li> <li>• [H5] (Show Less)</li> <li>• [H5] (Show More)</li> <li>• [H5] (Show Less)</li> <li>• [H5] Systems Engineer, UK2 Group</li> <li>• [H5] Sr. Director Client Services, UK2 Group</li> <li>• [H5] Systems Engineer, UK2 Group</li> <li>• [H5] Systems Engineer, UK2 Group</li> <li>• [H5] Systems Engineer, UK2 Group</li> <li>• [H5] Systems Engineer, UK2 Group</li> <li>• [H6] November 2017 - present</li> <li>• [H6] August 2017 - November 2017</li> <li>• [H6] March 2016 - August 2017</li> <li>• [H6] Allowing the company to meet SLA requirements and provide premium service offerings. Providing self-service options within the IVR. Increasing first contact resolution rate through skills-based routing. Projected increase in customer satisfaction over 6% within 6 months of deployment.</li> <li>• [H6] Reducing the number of internal systems needed to support the client. Using screen-pops to maximize efficiency. Increasing client self-service and reducing the overall workload of the agents.</li> <li>• [H6] Providing WFO and WFM technology. Providing live statistical reporting and deeper insight into the needs of clients. Reducing overhead for managing the team.</li> <li>• [H6] November 2014 - March 2016</li> <li>• [H6] May 2013 - October 2014</li> </ul>
	Images	<p>We found 2 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : <b>26%</b></p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

## SEO Content


### SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 2 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 50% Internal Links 50%

### In-page links

Anchor	Type	Juice
<a href="#">LinkedIn</a>	External	Passing Juice
<a href="#">[email&amp;#160;protected]</a>	Internal	Passing Juice

### SEO Keywords

	Keywords Cloud	<b>show team</b> technicians time support productivity customer new more less
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### Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
show	34	×	×	×	✓
team	21	×	×	×	✓
more	19	×	×	×	✓
new	17	×	×	×	✓

## Keywords Consistency

less

17



## Usability

	Url	Domain : birch.rocks Length : 11
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 33 Warnings : 19
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li></ul>

## Document

- ✔ Great, your website has few CSS files.
- ✘ Too bad, your website has too many JS files (more than 6).
- ✔ Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

- ✘ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<http://birch.rocks/sitemap.xml>



### Robots.txt

<http://birch.rocks/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Great, your website has an analytics tool.



Google Analytics