

ALEXANDER (ALEX) JARDINE

Web Developer & Technical SEO | Next.js, React, WordPress, Shopify, Webflow

Toronto, ON

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PROFILE

Web developer and technical SEO who designs, builds and migrates websites for agencies and businesses, with redirects, schema and analytics planned in from the start. I build custom Next.js and React sites at Jardine Studio, work in WordPress and Shopify, and have led SEO through platform migrations, including Copper CRM's 200+ page move from Craft CMS to Webflow. I have been building and improving websites since 2022, with earlier experience in e-commerce and SEO. Available for contract, agency roster and white-label work. Portfolio: alexjardinedigital.com. Agencies: alexjardinedigital.com/agencies.

CORE CAPABILITIES

- **Front end:** React, Next.js, TypeScript, JavaScript, HTML/CSS, Tailwind CSS, Three.js/WebGL, Framer Motion, GSAP, responsive builds
- **CMS and platforms:** WordPress and Elementor, Shopify (store setup and migration), Webflow (migrations and SEO), Craft CMS, Sanity (headless), Squarespace, MDX, custom Git-backed CMS
- **Technical SEO:** site migrations and redirect mapping, crawling (custom crawler, Screaming Frog), on-page and local SEO, schema/JSON-LD, Core Web Vitals, Google Business Profile, GA4, Google Tag Manager, Search Console, Google Ads conversion tracking
- **Back end and data:** Node.js, Express, Python, FastAPI, REST APIs, PostgreSQL (Neon, Supabase), SQLAlchemy, Drizzle ORM, SQLite, Redis (Upstash)
- **Integrations and AI:** Mews booking engine, Anthropic Claude API, OpenAI, DataForSEO, Supabase Auth, Google OAuth, Resend, forms and CRM handoffs
- **Design, testing and delivery:** Figma, Vitest, Playwright, React Testing Library, pytest, axe-core, Git/GitHub, GitHub Actions, Vercel, Cloudflare (including Pages)

EXPERIENCE

Jardine Studio

Nov 2023 to Present

Founder, Web Developer & Technical SEO | Web design, development and SEO studio, Toronto. Run alongside the VonClaro role until Nov 2025.

- Design, code and launch custom Next.js, React and TypeScript sites for hospitality, B2B, trades and wellness clients. Own each project from requirements through QA, launch and support, with Vitest, Playwright and axe-core testing on key builds.
- **B&B Specialty Contractors** (bbspecialtycontractors.com): designed and coded a Next.js and TypeScript site built around a single estimate-request path, with a rate-limited intake form (Upstash Redis, Resend) held in reserve at the client's preference. The owner reports 17 jobs generated by the website in total as of October 2, 2026, including industrial glass work and local residential projects.
- **The Black Salt Room** (blacksaltroom.com): designed and coded a custom Next.js site for a small home breathwork and yoga studio, with a validated inquiry form, Resend email delivery and JSON-LD structured data.
 - Saved Lighthouse lab reports from the May 2026 launch scored 100 in all four categories on mobile and desktop, with a 1.5 s mobile LCP and zero layout shift.
 - The owner reports the studio has stayed fully booked since launch, with inquiries and reservations coming through the site.
- **Lambert Architectural Lighting** (lambertlighting.com): moved product information out of a 46 MB catalogue PDF into a 13-page product and specification site, delivered in 3 to 4 weeks from strategy to launch.
 - The site has 5 product families, 14 legacy category terms kept for search, a WebGL hero, and page-level metadata and structured data.
 - Its file-request flow is live and used by specifiers.
- **Silktrace** (silktrace.app): designed, built and run a multi-tenant SEO research product with more than ten signed-up users. See Selected Technical Work.
- Wrote every post on the jardinestudio.com journal, covering SEO audits, site migrations and redesign decisions.

SharpEnd

2024 to 2026

Web & SEO Consultant | Contract (referral and delivery partner)

- Embedded web and digital partner on client engagements in hospitality, outdoor recreation, nonprofits, fitness and local services. Worked directly with owners and SharpEnd leadership on site architecture, technical and local SEO, structured data, redirects, content and analytics.
- **Palisades Lodge** (palisadesbigpine.com): set up the lodge's Google Business Profile and review routine, and led local SEO and destination content.
 - The profile recorded 12,006 views and 1,433 interactions from May to October 2026.
 - It holds 4.7 stars from 42 Google reviews as of October 2, 2026, up from none.
- Designed and coded a custom Mews-connected booking step for the lodge site. Guests pick dates, guest counts and promo codes before handing off to Mews, with date validation in Pacific time and full keyboard support.
- Wrote every post on the Palisades blog (palisadesbigpine.com/blog), including town, road-trip and trail guides.
 - Search Console's three-month view showed organic clicks up 248% and impressions up 391%.
 - September 2026 brought 23% more clicks than August.

- **Bodie Foundation:** ran the whole online store migration from Ecwid to Shopify with zero merchant downtime: products and data, redirects and SEO. Coordinated Squarespace, Ecwid, Shopify and GoDaddy DNS, the shop subdomain and SSL checks through the handoff.

VonClaro

Oct 2023 to Nov 2025

Growth Manager, Organic & Web Performance | Full-time, agency

- Managed organic search and website performance across eight agency client accounts in professional services, industrial robotics, enterprise software, agriculture, fitness, recreation and cannabis compliance SaaS.
- Led the SEO that doubled organic sessions and grew organic leads 43% in six months for a large farm and ranch equipment manufacturer with distribution across the US, Canada and international markets.
- **BDO Canada:** led SEO and content for the Canadian member firm of a top-five global accounting network.
- **Standard Bots** (standardbots.com): delivered technical SEO fixes plus keyword and content strategy for an industrial robotics company's Webflow site.
- **Fairgrounds Racket Club:** Webflow content and SEO work for a multi-city pickleball and padel club.
- **GrowerIQ:** improved an existing WordPress and Elementor build for a cannabis compliance SaaS company. Fixed issues and refined the design and mobile layouts with targeted HTML/CSS, alongside other agency WordPress work.
- Built Python and OpenAI audit and QA workflows that saved about 25 hours of manual work per month.
- Ran local SEO across 15+ locations for a multi-province fitness club chain. Implemented technical SEO, content and site improvements across WordPress, Shopify and Sanity headless CMS properties, with measurement in GA4 and Google Tag Manager.

Copper CRM

Mar 2023 to Oct 2023

SEO Specialist | Full-time, in-house marketing team

- Led SEO for the move of Copper's 200+ page marketing site from Craft CMS to Webflow.
- Built the redirect and URL map, migrated and cleaned content, and ran SEO QA before and after launch to protect organic traffic through the platform switch.
- Owned crawlability, metadata, internal linking and page performance before, during and after the migration, and supported content refreshes across the B2B SaaS site.

Independent

May 2022 to Mar 2023

Digital Marketing Consultant | Freelance

- Delivered project-based SEO, landing-page, analytics and website work for small and midsize businesses on WordPress and Shopify, implementing the fixes rather than stopping at recommendations.

Reynolds and Reynolds

Jan 2020 to May 2022

Customer Support Specialist | Full-time

- Supported business customers on B2B CRM and payroll software, and built SQL, Excel and VBA reporting workflows for recurring operational needs.

Fidget Doctor

Sep 2017 to Apr 2019

Founder & Owner-Operator | Shopify e-commerce

- Built and ran a Shopify dropshipping store while studying marketing, generating approximately \$100K in gross sales.
- Handled the store build and theme customization, product pages, keyword research, on-page SEO, suppliers, fulfillment and customer service.

SELECTED TECHNICAL WORK

Silktrace | Production SEO application

silktrace.app

Multi-tenant SEO research and site-audit app with more than ten signed-up users.

- **Stack:** Next.js, TypeScript and PostgreSQL (Neon, Drizzle ORM). Deployed on Vercel with Cloudflare and GitHub Actions.
- **Features:** Google OAuth via Neon Auth, tenant-isolated workspaces, credential encryption, usage quotas, DataForSEO integrations and Playwright isolation tests.

Lead Finder | Internal prospecting application

- **Stack:** React/TypeScript front end on a Python/FastAPI back end with SQLAlchemy/Alembic and PostgreSQL.
- **Features:** Supabase Auth with workspace-scoped access, MapLibre territory mapping, OpenStreetMap data, Hunter and Prospeo integrations, and Claude API analysis.
- **Testing:** pytest, Vitest and Playwright.

Jardine Studio Platform | Custom CMS and site tooling

jardinestudio.com

- Next.js site on a custom Git-backed JSON/MDX CMS and editor, with consent-aware GA4 and Google Ads conversion tracking, IndexNow, rate-limited forms and a public PageSpeed Insights audit tool.
- Also built Jardine SEO Inspector, a Chrome (Manifest V3) extension for on-page SEO checks.

EDUCATION

Sheridan College | Diploma, Marketing & Advertising Communications

2017 to 2019