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Robert Lane

About Me

Over 25 years of expertise in IT and web-based solutions, I am a results-driven professional skilled in planning, developing, and executing state-of-the-art web solutions for businesses.

My core competencies include infrastructure management, web development, project management, and digital marketing, ensuring a comprehensive approach to IT initiatives.

Proficient in managing complex networks, systems, web hosting, and database design, I offer a well-rounded IT background tailored to meet contemporary industry standards and trends.

By leveraging deep technical skills and a strategic mindset, I have consistently delivered projects that enhance user experience, drive significant traffic growth, and improve organizational efficiency.

Passionate about the IT industry, I am dedicated to providing innovative solutions that exceed client expectations and contribute to sustained business success.

I have over 14 years as an Object-Oriented PHP Developer and excel in full-stack development, including MySQL, CakePHP, Laravel, and MVC. Proficient in Git, JIRA, and an expert in custom WordPress Development and eCommerce solutions.

Skilled in web hosting and server management combined with strong background in SEO and SEM, boosting search rankings and traffic. As a seasoned project manager, I lead teams to deliver results-driven, innovative web-based solutions.

WordPress Expert

I have a true passion for designing WordPress websites. My WordPress designs are built with every device in mind – from the smallest mobile device to desktops.

SEO Magician

Rank Higher on Search Engines! I am a veteran SEO Strategist that can drive qualified traffic and leads using the latest tools and methods.

UX/UI Virtuoso

From beautiful websites to interactive web applications, I have the skills and experience to create user-centered delight.

Veteran & Dad

A dedicated professional and a disabled Veteran, I bring a unique perspective and unwavering commitment to my work. Supported by a wonderful wife and children, my family is a cornerstone of my motivation

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Skill Sets

As an experienced technical professional, I specialize in delivering comprehensive planning, infrastructure architecture, programming, database management, system integration, and marketing services. My expertise ensures peak performance and seamless operation of web-based solutions, driving measurable success and exceeding business objectives.

Website Design & Development

- Custom Design and Development
- Responsive Web Design
- Top-Ranking SEO Services
- Seamless Social Media Integration
- High-Quality Content Creation
- Integration of Advanced AI Tools
- Expert Professional Service and Support

These core competencies are built on years of industry experience, leveraging state-of-the-art technologies and methodologies to achieve superior results in web-based solutions.

I Know WordPress. Period.

- Theme Design and Customization
- Plugin Development
- eCommerce Solutions
- Mobile APP Development
- API and Third-Party Integrations

My WordPress skill set and dedication to excellence ensure the delivery of high-performance, scalable web solutions that meet and exceed business objectives.

Search Engine Optimization

- On-Page Optimization
- Mobile & Desktop Optimization
- Landing Pages
- Link Building
- Inbound Marketing
- Google PageSpeed Optimization

These competencies underscore a commitment to delivering high-performance, scalable solutions that meet and exceed business objectives, utilizing advanced technologies and methodologies to drive measurable results.

Please visit my online resume at <https://robertlane.me>