

# Ben Gottesman – Growth Marketer

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## About Me

Former sales leader turned growth marketer, building and executing systems across content, SEO, and site performance to drive traffic, improve conversion, and scale growth.

## Key Achievements

- Improved Core Web Vitals from “Poor” to “Good,” achieving a **92/100 PageSpeed** score and reducing LCP by **64%**
- Scaled organic reach to **34k+ accounts** and **64.5k+ views** in 21 days for a hospitality brand
- Drove **+300%** impressions and **+400%** audience growth through iterative content testing
- Ranked **#20 of 150+** advisors at Equinox, generating **40–70 sales/month** via CRM/SMS systems
- Built and scaled a local service business to **100+ clients** with a **40% repeat rate**
- Reduced LCP from **20.1s to 1.0s** in a full technical SEO recovery project

## Sample Work

### Torres Baseball Academy | Technical SEO & Conversion

- Reduced Largest Contentful Paint from 20.1s → ~1.0s (95% reduction), improving mobile speed and UX.
- Resolved crawl and redirect issues (including 406 errors), achieving 99% technical SEO health.
- Increased Programs page engagement events from 2 → 138 (+6800%), signaling stronger conversion intent during peak season.
- Increased active users from 12 → 83 (+592%) and pageviews from 37 → 264 (+614%).
- Improved engagement time from 13s → 34s (+161%), indicating stronger on-site interaction.

TORRES BASEBALL ACADEMY / TORRESBASEBALLACADEMY.COM

### PROJECT COMPLETION REPORT

POST-OPTIMIZATION IMPACT | STATUS: PHASE 2 (EXECUTION) COMPLETE

#### TECHNICAL HEALTH COMPARISON

Metrics verified via Google PageSpeed Insights & Screaming Frog SEO Spider.

BEFORE	AFTER	BUSINESS IMPACT
36/100 PERFORMANCE SCORE	94/100 PERFORMANCE SCORE	HIGH-SPEED BROWSING ON ALL DEVICES.
20.1s LOAD SPEED (LCP)	1.0s LOAD SPEED (LCP)*	ELIMINATED ABANDONMENT: INSTANT ACCESS.
4.94s SERVER RESPONSE	0.17s SERVER RESPONSE	REMOVED "HANDSHAKE" LAG FOR REGISTRATION.
44% METADATA GAPS	100% SEO COVERAGE	PROFESSIONAL, HIGH-CTR SEARCH PRESENCE.
BROKEN 406 SERVER ERRORS	STABLE (200 OK STATUS)	SITE IS 100% VISIBLE TO GOOGLE INDEXERS.

\*Note: 1.0s Desktop LCP. Mobile sub-3s UX verified by eliminating asset-side technical debt.

#### OPERATIONAL IMPROVEMENTS

- Performance Hardening:** Optimized every site asset under a strict 100KB "Performance Budget," resulting in near-instant load times for mobile users.
- Search Engine Authority:** Rebuilt the site's hierarchy and metadata to ensure Torres Baseball appears as a professional, trustworthy choice in local search.
- Frictionless Sponsorships:** Digitized the entire donor and registration funnel. Parents and sponsors can now sign up in seconds, not minutes.
- Data Intelligence:** Integrated real-time tracking (GA4) to finally see which programs are driving the most interest and where parents are clicking.

#### OVERALL IMPACT

- ✓ 94/100 Desktop Performance achieved.
- ✓ 100% Mobile UX Validation (Verified sub-3s load).
- ✓ Zero Technical Crawl Errors (Confirmed via Screaming Frog).
- ✓ Active Conversion Tracking on all key inquiry forms.

Completed by Ben Gottesman  
March 2026

## My Grandma's of New England | Performance & Infrastructure

- Audited 500+ URLs to identify performance and conversion bottlenecks
- Scoped image optimization (57+ assets) and mapped 167 redirect chains
- Documented fix for critical checkout loop bug and performance issues

MY GRANDMA'S OF NEW ENGLAND | MYGRANDMA.COM

### DIGITAL GROWTH & PERFORMANCE AUDIT



**Objective:** Repair critical mobile performance bottlenecks (24s LCP), resolve technical SEO debt, and eliminate "infinite loop" checkout friction to protect the brand's Amazon #1 Best-Seller reputation.

**Status:** Ready for Implementation

#### Executive Summary

- **Performance Optimization:** Reduce mobile load times from 20s+ to under 3s by hardening unoptimized media and resolving server-side bloat.
- **Search Authority:** Fix the 75% duplicate header rate and rebuild SEO metadata to capture high-intent gifting and coffee cake searches.
- **Conversion Alignment:** Eliminate "Infinite Loop" bugs and mobile UI overlaps to ensure a frictionless path from discovery to checkout.

#### Audit Baseline

Baseline metrics via Google PageSpeed Insights & Screaming Frog SEO Spider.

Page Type	Mobile Score	LCP (Goal <2.5s)	TBT (Goal <200ms)	CLS (Goal <0.1)	UX Status
Home Page	45 (Poor)	24.3s	>450ms	0.04	33% Redirect Debt
Order Cakes	56 (Poor)	22.4s	90ms	0.2 (Fail)	Layout Jumps / Loop Bug
PDP (Cinn Walnut)	49 (Poor)	23.4s	100ms	0.14	Unoptimized Media Assets

#### Strategic Roadmap

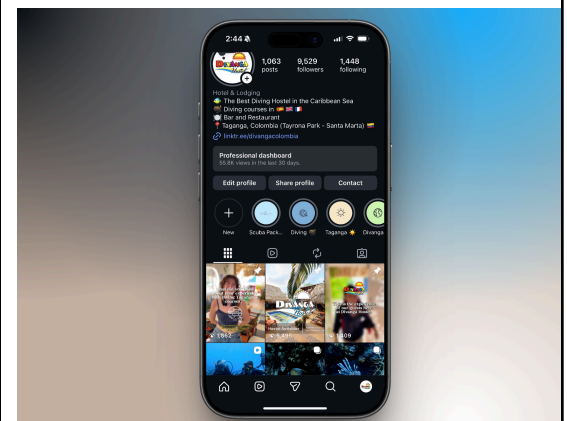
- **Asset Hardening:** Compress 57+ oversized images and standardize aspect ratios to resolve the mobile speed crisis.
- **Critical Hotfixes:** Patch the "Infinite Loop" tin selector and resolve overlapping "Cookie/Contact" buttons on mobile.
- **Checkout Logic:** Transition from "Ship Date" to "Delivery Date" to reduce customer confusion and cart abandonment.
- **Trust Signals:** Integrate Amazon Best-Seller badges and the InOrder Review module to build immediate buyer rapport.

Next Step: Interactive Notion Execution Roadmap [Awaiting Approval]

Created by Ben Gottsman March 2020

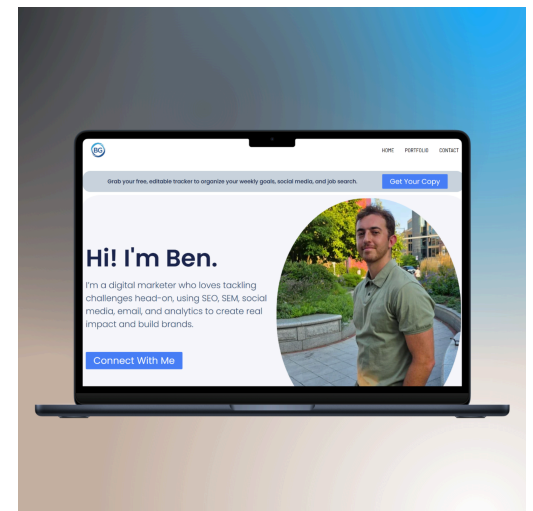
## Divanga Dive Hostel | Content & Growth System

- Built and executed a 21-day daily content engine (posts + stories)
- Generated 64.5k+ views and reached 34k+ accounts organically
- Drove 275+ link clicks and 590+ profile visits



## Personal Portfolio | Growth System Build

- Built a WordPress ecosystem optimized for Core Web Vitals (92/100 score)
- Implemented GA4/GTM for full-funnel tracking and attribution
- Validated social → site funnel with 150+ users in 90 days



View full portfolio: <https://benscoolwebsite.com/portfolio/>