

PORTFOLIO PDF / 2026

# TUMELO RATHEBE

Technical SEO | Digital Performance | Web Development | Creative Design

**Hybrid digital specialist who designs, builds, optimises, and measures.**

Johannesburg-based hybrid digital professional working across graphic design, web development, technical SEO, analytics, reporting, and performance optimisation.

Graphic Design

Technical SEO

Web Development

Analytics + Reporting

Performance Optimisation

OPEN TO

**Technical SEO, Digital Performance, Web Development, and hybrid digital roles.**

[alphadogrsa.co.za](http://alphadogrsa.co.za)

[rathebetumelo@gmail.com](mailto:rathebetumelo@gmail.com)

[+27 74 966 0973](tel:+27749660973)



**SITE IDENTITY**

## ALPHADOGRSA

A technical-and-creative portfolio built around search visibility, performance, web systems, and clean visual delivery.

SCAN OR CLICK  
TO VISIT THE  
WEBSITE



# Where design, search, build, and measurement overlap

A condensed view of the four capability lanes from the live portfolio: search visibility, reporting clarity, front-end execution, and graphic design that supports trust and conversion.

## POSITIONING

**I create digital work that looks strong, functions cleanly, ranks better, and gives teams clearer insight into what is driving real...**

The site presents Tumelo as a hybrid digital specialist working across creative execution, technical implementation, and measurable performance.

Search visibility

Site speed

Data-backed reporting

Conversion UX



## Technical SEO

SEO audits, on-page optimisation, crawl and indexability checks, internal structure improvements, and content alignment for stronger search visibility.

Indexability

On-Page SEO

Core Web Vitals



## Analytics + Reporting

Search Console, analytics, KPI reporting, dashboard logic, and recurring performance reviews that turn data into practical next steps.

GSC

KPI Dashboards

Reporting



## Web Development

Responsive websites, landing pages, internal tools, API integrations, and conversion-focused interfaces built to be usable and maintainable.

HTML/CSS/JS

WordPress

APIs



## Graphic Design

Brand systems, layout, campaign assets, and visual direction that support clarity, trust, usability, and conversion.

Brand Systems

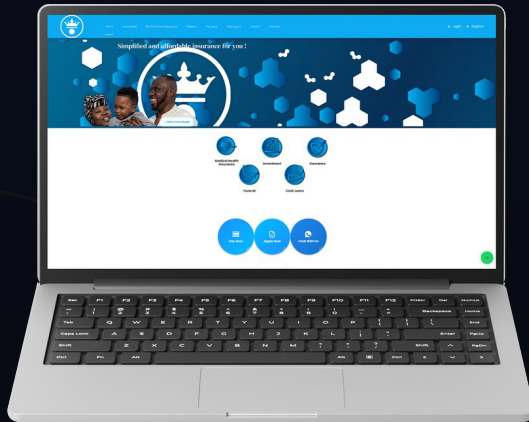
Layout

UX Support

FEATURED CASE STUDY

# KingdomBlue: SEO performance and lead generation

A live-business case study connecting technical SEO, mobile performance, Search Console data, and conversion paths into measurable local demand.



## KEY TAKEAWAY

Technical SEO becomes more valuable when it is tied to page intent, device behaviour, and lead capture.

**338**

Organic clicks

February 2026 performance

**12,706**

Search impressions

Search visibility volume

**Page 1**

Average ranking

Average position range

**16-17**

Website leads

Lead sheet + report note

**Mobile**

Stronger

Better profile than desktop

**South Africa**

Primary source

Most meaningful demand

## PROBLEM

The website needed to rank for commercially relevant queries, perform well on mobile, and move users toward real contact actions.

## WHAT I DID

Reviewed indexability and on-page signals, tightened page paths, focused on mobile usability, and used the report generator for clearer analysis.

## RESULT

338 clicks from 12,706 impressions, average Page 1 visibility, stronger mobile performance, and 16 to 17 website leads recorded around the reporting period.

# KingdomBlue Life Report Generator

A Flask-based reporting system that pulls Google Search Console data, tracks KPIs, stores historical metrics, and exports performance data into decision-ready documents.

STATIC APP SHOWCASE / INTERNAL PYTHON SERVICE

## Search Console Reporting

338

Clicks

12.7K

Impressions

Page 1

Avg Position

17

Leads



### WHAT IT DOES

The app pulls Google Search Console data, compares performance trends, generates monthly or custom date range reports, and stores historical metrics for ongoing analysis.

GSC API

Flask App

SQLite

Excel/PDF

### CORE FEATURES

Dashboard metrics

Custom reports

Monthly reports

Saved snapshots

Forecasts

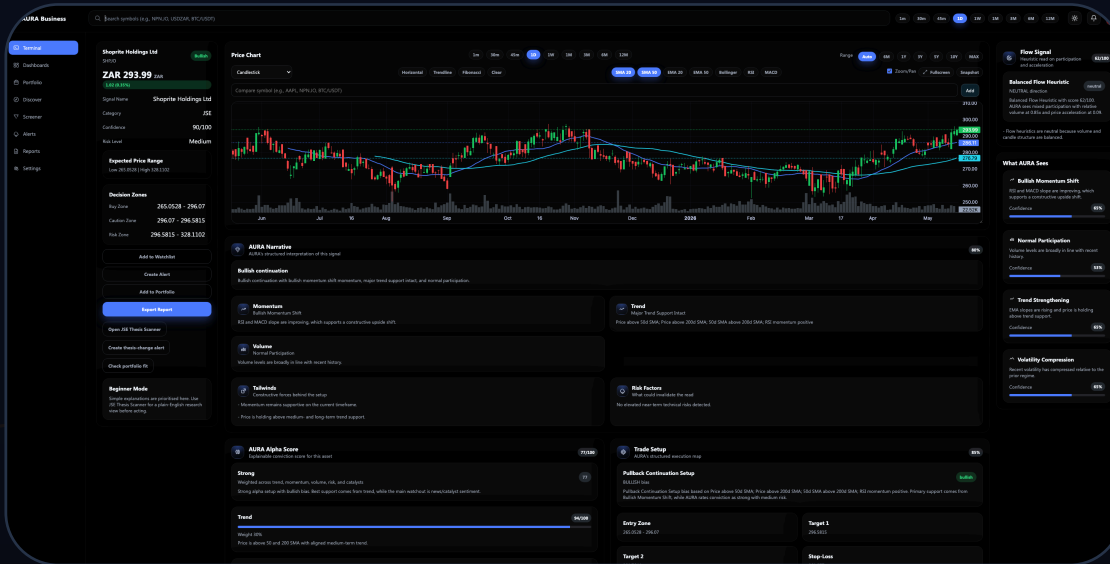
Target tracking

Downloadable report library

Scheduled email delivery

# AURA: API-driven investment intelligence platform

A product experience built around dashboards, signal analysis, search, watchlists, alerts, portfolio tools, and report-ready market interpretation.



## STACK

Next.js, TypeScript, FastAPI, Python, Postgres, Redis, dashboard UX, signal analysis, and investor-facing reports.

## ROLE

Dashboard hierarchy, signal-detail clarity, search and discovery flows, report readability, and investor-facing presentation.

## From scan to signal

AURA was designed to help users move from discovery to interpretation faster, with clearer signals, report-ready views, and less friction around decision-making.

**Alpha Score**  
High-conviction opportunity framing

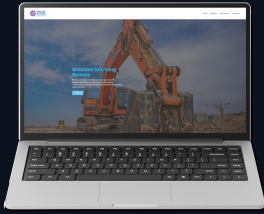
**Trade Setup**  
Actionable entry/exit structure

**Flow Signal**  
Momentum and participation context

**Market Narrative**  
Plain-language interpretation layers

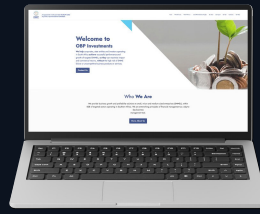
# Live websites and supporting builds

Client websites and landing pages that show practical front-end execution, responsive builds, and business-focused delivery.



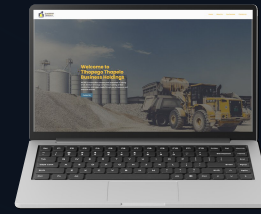
## Emang Bomme

Construction company website focused on modern design and functionality.



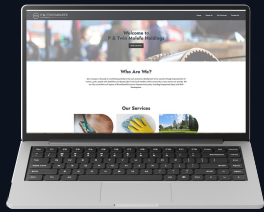
## OBP Investments

Investment platform showcasing financial services.



## Tlhopego Thapelo Business Holdings

Corporate site highlighting diverse business ventures.



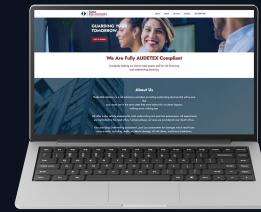
## P & Twin Molefe Holdings

Professional holdings-company website with a clean aesthetic.



## Kingdom Blue Funeral

Funeral services website with insurance, consultation, and royal care services.



## Thaba Risk Advisory

Risk advisory consultancy providing asset protection and AUDETEx-compliant services.

# Interactive tools and reporting products

Calculators, internal dashboards, and data-driven tools built around usability, clear workflows, and operational value.



## KingdomBlue Life Report Generator

Flask analytics dashboard for Search Console reporting, KPI tracking, snapshots, forecasts, scheduled summaries, and Excel exports.

STACK / BUILD LOGIC

Flask / SQLite / Chart.js / OpenPyXL



## KingdomBlue Investment Calculator

Glassmorphism calculator with live validation, investment goal saving, and callback flow for investor enquiries.

STACK / BUILD LOGIC

HTML / CSS / JavaScript / Forms



## KingdomBlue Cash Loan Calculator

Loan estimator with product rules, dynamic ranges, initiation fee/service fee logic, and conversion-ready forms.

STACK / BUILD LOGIC

JavaScript / Product Rules / UX



## Hospital Network Directory

Interactive hospital directory with tabs, search, dynamic statistics, and structured network information across South Africa.

STACK / BUILD LOGIC

Search / Tabs / Dynamic Stats

# Guides, flyers, certificates, and branded documents

Document and print work that extends the same portfolio identity into training material, product communication, campaigns, and polished visual systems.



## Sales & Marketing Training Guide

Internal training guide covering sales, marketing, and insurance product communication.



## Cash Loan Product Training Guide

Product training guide focused on cash loan offerings and customer-facing insurance messaging.



## Glucose Product Document

Branded product booklet for premium bakes, corporate gifting, and restaurant dessert offerings.



## Bidvest McCarthy Flyer

Dealership flyer layout with deal highlights and contact details.

VISUAL RANGE

# Brand identity, campaign layouts, merchandise, and motion edits

Supporting visual work beyond the technical case studies: broader design range, brand direction, marketing material, and motion storytelling.

Design remains part of the background, but the portfolio is framed around technical depth, measurable thinking, and business context.



## Video and motion work

Original edits, event highlights, anime mixes, and cinematic cuts created for clients and fan projects.

- Kgotha Kgothe 24 August 2024
- Bodies Edit
- Michael Jackson X Miles Morales
- OBPI Incubator
- Chaos Kulture
- Naruto x Bluelock x Fein
- Dragon Ball Edit
- Vegeta Edit
- Anime Mash Travel the World

# How I approach technical digital work

The working method from the website: find what is limiting performance, prioritise what matters, build the right layer, and measure what changes.

01

## Audit the foundations

Review technical SEO, indexability, page structure, site performance, tracking gaps, and conversion friction.

02

## Prioritise what matters

Map fixes and opportunities against search potential, user experience, business goals, and implementation effort.

03

## Build and integrate

Implement pages, components, tracking, dashboards, and API integrations with clean, usable front-end execution.

04

## Measure and iterate

Use Search Console, analytics, reporting, and performance checks to refine visibility, UX, and conversion over time.

# Tools I use to audit, build, measure, and improve

A portfolio-friendly snapshot of the technical, reporting, development, design, and support experience behind the work.

## SEO and Search Visibility

- Google Search Console
- RankMath
- PageSpeed Insights
- Ahrefs (Basic)
- SEMrush (Basic)
- Screaming Frog (Basic)

## Analytics and Reporting

- Google Analytics
- Search Console reporting
- KPI tracking
- Dashboard logic
- Performance reviews

## Development

- HTML5
- CSS
- JavaScript
- WordPress
- API integrations
- WebSockets
- Responsive front-end
- Internal tools

## UX and Design Support

- UI/UX design
- Adobe Photoshop
- Illustrator
- Premiere Pro
- Conversion UX
- Visual communication

## EXPERIENCE ACROSS DIGITAL DELIVERY, DESIGN, AND SUPPORT

### The Creatives Department

Graphic Design, Web Development, and Digital Delivery

### Royal Bafokeng Holdings

IT and Digital Support, enterprise systems and user experience

### Chaos Kulture

Video Editing and Visual Design

### Listen To The Kids Media and Communication

IT Technician and Creative Support

CONTACT

# Tell me what you need to build, improve, or measure.

Available for technical SEO, digital performance, web development, analytics/reporting, and creative design work. Based in Johannesburg and available worldwide.

PHONE

0749660973

EMAIL

Rathebetumelo@gmail.com

LOCATION

Johannesburg, Gauteng

PORTFOLIO

[www.alphadogrsa.co.za](http://www.alphadogrsa.co.za)



## ALPHADOGRSA

Technical SEO + Digital Performance



Scan or click to view live portfolio

[Open Portfolio](#)

Working hours: Mon to Fri, 9:00 to 18:00

Built from [alphadogrsa.co.za](http://alphadogrsa.co.za) portfolio, case studies, about, and contact pages