

Over a decade of experience implementing SEO for big business. I've managed large-scale SEO projects both agency and client side, built strategy / SEO offerings for established agencies and worked in agile teams implementing technical SEO for banks. I am open to a new role and visa anywhere in Australia.

## Professional Experience

### Consultant/Contractor – Brisbane/Sydney SEO Professional / Web Dev

DanielBeddows.com.au  
Oct 16 – Present

I provide hourly white-label SEO, Web Dev & Design services (both hands-on & consultative) for agencies across Aus / NZ.

**Client work:** Bunnings, The AA, SportsPower, James Hardie, Heart Foundation, Poli, Spark, Healthieries, Genesis Energy, Crown Relocations Worldwide.

I provide hands-on technical SEO services for all types of websites to increase organic traffic through improved keyword rankings. With high-level reporting, audits and data analysis work packages that surpass ROI.

I make technical web content changes on both new sites and existing platforms. Mainly across Shopify, WordPress/WooCommerce, Joomla, Drupal. I quickly formulate solutions to technical challenges.

My SEO experience is extensive. I create top-level strategy in the form of 6/12-month SEO projects for large scale websites that encompass all areas of SEO (On-page, Off-page, Technical) with the aim of increasing organic traffic through improved keyword rankings. I also provide high-level reporting, auditing & data analysis that fuels content marketing plans that increase traffic & drive leads.

**Notable Achievement:** I migrated Crown Relocations from their dated Business Catalyst website to the Crown WW Group Drupal site. This included all aspects of SEO migration, provisioning past content whilst optimising their new content. My key focus was preserving their historical organic Google rankings post migration, I did this on a 12-month contract in Sydney in 2019.

### Chow Group – Wellington, NZ SEO Manager

CGML.co.nz  
Jan 16 – Oct 16

Freelance contractor role providing hands-on SEO, web dev, design & content changes. I developed the CGML web strategy to increase organic visibility across Google NZ, whilst improving their online offering throughout the portfolio.

**Client work:** Stonewood Homes, Urban Hub, Inno Capital, Exodus Gym, AE Group, CGML, Park Ave

Here, my primary focus was to improve the organic search visibility of Stonewood.co.nz (New Zealand's largest homebuilder). After a successful website migration onto new servers, I planned and implemented a 6-month project to improve SEO for a range of competitive high search volume keywords in Google. This included the creation of technical audits, SEO benchmarking, keyword research, business landscape & competitor analysis, website assessments, content gap analysis, content development, link profiling, link strategy and content outreach in order to improve rankings.

It also included all of the hands-on implementation such as: meta-data re-writing (Titles, descriptions, Htags) content re-alignment, information architecture improvements, provisioning old content, asset file updates, URL re-structuring, link management / reconciliation, content management and improvement.

**Notable Achievement:** I migrated the Stonewood site into new servers, retaining established organic rankings.

### Starcom / Publicis Groupe – Auckland, NZ Senior SEO Manager

Starcom.co.nz  
June 15 – Dec 15

I developed and oversaw the SEO offering of Publicis Group throughout New Zealand. Complete setup and strategy of large-scale SEO programmes across all Starcom brands. This was for both International clients & New Zealand's biggest home grown companies.

**Client work:** Samsung, Westpac, Qantas, Toyota, TVNZ, Genesis Energy, Lion Nathan, Flight Centre, Cruise About, Student Flights, Travel Associates, Travel Money OZ, Methven.

This role included the management of an Agile SEO programme team of 3, who would work on individual projects concurrently within a Scrum matrix environment (tailored to the needs and budgets of the clients) under my supervision. Here we used BrightEdge to manage all SEO accounts.

Projects with 12 / 24 month contracts that included hands-on and consultative SEO work packages, such as - keyword research, baseline benchmarking, monthly reporting, technical SEO audits, extensive business and competitor analysis work, link profiling, backlink reconciliation, website assessments, SEO off-page outreach, on-page optimisations, local search optimisation, IA / site architectural design, SEO Migrations, Href-Lang setup.

**Consultant / Contractor, Sydney, Australia**  
**SEO Manager**

**Octagon.com**  
**Aug 14 – May 15**

Here I worked a freelance contract for Octagon Sports Agency in London whilst living in Sydney. My main duties were to fix their SEO issues and provide high level keyword research. I was able to maintain consistent work output by using Toggl and regular skype contact. I was also able to resolve a large issue for their wider group where Href Lang had not been implemented correctly across all locales.

**Resolution Media / Omnicom – Sydney, Australia**  
**Senior SEO Analyst**

**ResolutionDigital.com.au**  
**Sept 13 – July 14**

I worked in a team of 5 people looking after Australia's most expensive SEO portfolio. I provided enterprise level SEO, consultation and strategy pieces for banking and commercial enterprise clients.

**Client work:** *Commbank, ING Direct, Seek, Telstra, Amaysim, Netsuite, Dan Murphy's, Dominos, Bupa, Oz Lotteries.*

We ran all SEO via an Agile Matrix methodology completing daily sprints to maintain efficiency to get large-scale projects / work packages completed.

I would liaise with clients on new strategies, ongoing reporting, recommendations in line with their BAU and new projects, products and promotions. A huge emphasis of the work was rooted in keyword strategy via the BrightEdge Toolset to provide in-depth specialist SEO analysis to increase traffic, conversions and sales. I also headed a large-scale web site migration for ING Direct that was extremely successful in maintaining traffic and organic search visibility, whilst they migrated and updated their technologies.

**Notable Achievement:** I also headed a large-scale website SEO migration for ING Direct that was successful in maintaining traffic and organic search visibility, whilst they migrated and updated their web technologies.

**WME Group – Melbourne, Australia**  
**SEO Key Account Manager**

**WebMarketingExperts.com.au**  
**January 13 – July 13**

I managed an account of 115 websites in a range of different sectors and industries from PR6 international Ecommerce sites to .edu domains. My role was to achieve quality SEO and first page Google rankings for relevant industry keyword phrases.

- Managing client expectations, relationship and rapport building. Stakeholder and resource management
- Maximising potential to leverage the highest value for clients whilst upselling and keeping campaigns within profitable scope.
- Keep abreast of the current and continually changing SEO landscape understanding how changes in the Google algorithm have an effect and consequence on businesses within my account.
- Surpassing a cumulative monthly sales target of \$20k with upsells and new orders in the form of Google Adwords, new website builds, Mobile websites and a range of other products, recommended by myself for clients to improve their online marketing and ROI.
- Ability to take full control of all technical aspects of SEO on client websites and perform ad-hoc fixes for client sites and campaigns with the full knowledge to explain the benefits to clients

**Academic Qualifications**

- **Masters** Business Entrepreneurship - University of East Anglia, 09/08 – 09/09
- **BA (Hons) 2:1** - Music Technology, University of Derby, 09/05 – 05/08
- **A-Level** – Information Technology, Kett Sixth Form, 09/01 – 05/03

**Web Industry Knowledge & Skills**

On-Page SEO, Technical SEO, Front End Design & Development, Programme/Project Management, Outsourcing Management, Content Creation & Copywriting, Ecommerce Management, Digital Production, Digital Strategy, UX, Web Server Management, DNS Management, Agile, Scrum, Information Architecture Design, Business Analysis, Stakeholder Management, Wire framing.

**Professional Accreditations**

Prince2 Qualified, Shopify Partner, Google Partner, CEB SHL HTML5, CEB SHL CSS3, Pluralsight Front End Foundation, Pluralsight PHP Foundation, Team Treehouse TechDegree, Sololearn .JS, Sololearn PHP, Sololearn HTML, Avid PT101, Avid PT110, Marketo Certified, Brightedge Certified, FreeCodeCamp RWD Cert, FreeCodeCamp JS,

**Technologies**

HTML, CSS, Javascript, PHP

**Software & Systems**

Shopify, Wordpress, WooCommerce, Magento, Joomla, Drupal, DNN, Kentico, GitHub, Themekit, Visual Studio Code, Google Analytics, Search Console, Tag Manager, Adobe Creative Suite, Screaming Frog, Ahrefs, BrightEdge, Jira, Toggl, Filezilla, SFTP, CPANEL, PHPMyAdmin, MySQL, Omniture, Majestic, SEM Rush, Marketo.

**References Available on request**