



# Freddie Larkins

Professional experience

## Zoopla (2021-present)

- **Senior SEO Analyst**  
June 2021 - present
  - Advising developers on content migration, using traffic and backlink data to inform recommendations
  - Creating targeted briefs for content writers using detailed keyword research
  - Using Search Console API to make **data-led recommendations** on re-indexing ~400,000 pages
  - Evangelizing SEO within the wider business in department-wide stand-ups and workshops
  - Wrote Python script to monitor Zoopla's most important pages for 4xx and 5xx errors

## Trainline (2019-21)

- **Senior SEO Executive**  
Oct 2020 - June 2021
  - Shaped content roadmap for English market, prioritising initiatives based on marginal revenue gain
  - Produced **informative content** to cater for post-pandemic shifts in searcher behaviour, generating 64,000 impressions and 5,000 clicks
  - Wrote **Python script** to automate outreach campaign, winning local links
- **SEO Content Executive**  
April 2019 - Oct 2020
  - Collaborated with international SEO teams to translate key pages and share knowledge
  - Researched FAQs for structured data implementation project, achieving **78,000** average daily impressions on FAQ rich results
  - Wrote **6,000-word guide** to train travel in Spain, which ranks for **227** different keywords

## Student Hut (2018-19)

- **Onsite Content & Outreach Executive**  
Aug 2018 - April 2019
  - Led 'ego-bait' outreach campaign, gaining high-quality links from UK universities and improving domain's **Majestic Trust flow** from **13** to **20**
  - Aided with delivery of lead-gen campaign for Tastecard, driving **5,000 sign-ups** from social and email channels

## Interests & Education

- **University of Birmingham (2017-18)**  
MA Holocaust & Genocide (Distinction)  
Wrote about Holocaust memory in contemporary Europe.
- **University of Warwick (2014-17)**  
BA History (2:1)  
Dissertation covered the murder of Mau Mau detainees in British colonial Kenya.

### Music

Played drums in rock and jazz bands at uni, usually in front of about 20 people. Check us out on [SoundCloud!](#)

### Cricket

Play for Effingham CC in the Fullers Brewery League. Regularly found playing kitchen cricket with flatmates.

## Personal details

### Email

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### Address

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### LinkedIn

<https://www.linkedin.com/in/freddielarkins/>

## Skills & tools

Google Analytics

Google Search Console

SEMRush

Botify

SEOMonitor

seoClarity

Screaming Frog

Umbraco CMS

Microsoft Office suite