



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

Locale

London, N16

LinkedIn

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

Website

<https://freddielarkins.xyz>

GitHub

<https://www.github.com/fredlarkins>

Skills & tools

Google Analytics

Google Search Console

SEMRush

Botify

SEOMonitor

seoClarity

Screaming Frog

Umbraco CMS

Microsoft Office suite