



ABOUT

As a results-driven SEO professional with 15 years of experience, I excel in devising data-driven strategies to enhance search rankings, drive organic traffic, and boost conversion rates.

SEO SKILLS

Link Acquisition ●●●●●●●●

URL Architecture ●●●●●●○

Technical SEO ●●●●●○○

Data analysis ●●●●●○○

Content Analysis ●●●●●●●●

RELATED SKILLS

HTML ●●●●●○○

CSS ●●●●●○○

Javascript ●●●○○○

Python ●●●○○○

AI ●●●●●○○

Excel ●●●●●○○

CERTIFICATES

HTML INTERMEDIATE

- MIMO

CSS INTERMEDIATE

- MIMO

JAVASCRIPT INTERMEDIATE

- MIMO

PYTHON BASICS

- MIMO

SQL BASICS

- MIMO

TOM DAWKINS

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WORK EXPERIENCE

CEO & FOUNDER

2015 – Present

Blue Anchor SEO – Shoreditch, London

I have successfully led and executed comprehensive SEO strategies for key clients, notably **MoneySupermarket** and **CMC Markets**. My innovative approach in areas such as keyword research, competitor analysis, link acquisition, and content marketing led to remarkable growth in organic traffic, with increases of up to 1,250% and 2,000% respectively.

My achievements also included successful execution of a **global link acquisition** campaign in seven languages, the development of innovative market insight applications for Amazon Echo and Google Home, and technical support during complex **website migrations**. With a strong emphasis on analytics and continual strategy refinement.

CMC Markets

- Working alongside the SEO Manager at CMC Markets, we created a robust, data-driven global SEO strategy, successfully boosting CMC Markets' organic traffic by a remarkable **2,000%**.
- Strategised and executed a global link acquisition campaign in seven languages, securing high-quality backlinks from authoritative international websites.
- Created innovative Amazon Echo and Google Home apps to provide valuable market insights and financial updates.
- Guided the seamless transition of CMC Markets' website migration, minimising potential traffic loss and preserving SEO performance.
- Utilised **natural language processing** to create and optimise engaging, data-driven content, ensuring effective communication with target audiences in multiple markets.

Money Supermarket

- Played a pivotal role in boosting organic traffic for Broadband Choices, Compare My Mobile, and Sell My Mobile, leading to an impressive **250%, 1,250%, and 900%** increase respectively.
- Devised and implemented a comprehensive offsite strategy which included keyword research, competitor analysis, link acquisition, **content marketing**, and analytics/reporting.
- Conducted extensive keyword research and competitor analysis, providing crucial insights that informed our content marketing and link acquisition strategies.
- Developed high-quality, engaging content and successfully secured valuable backlinks from high-authority websites to improve the **E-E-A-T** of Money Supermarket's sub-brands.
- Utilised advanced analytics tools to closely monitor performance metrics, ensuring continual optimisation and refinement of strategies.

PASSIONATE ABOUT

80's/90's Point & Click Adventure games.



Cryptocurrencies & Blockchain Technology.



REFERENCES

Alexis Pratsides - Managing Partner (MintTwist)

[linkedin.com/in/alexispratsides/](https://www.linkedin.com/in/alexispratsides/)

John Fegan - Senior SEO Specialist (Itech Media)

[linkedin.com/in/jfegan/](https://www.linkedin.com/in/jfegan/)

Ashley Butcher - Head of SEO (Money Supermarket)

[linkedin.com/in/ashleybutcheruk/](https://www.linkedin.com/in/ashleybutcheruk/)

Tom Gregan - Director Of Technical SEO (Forbes)

[linkedin.com/in/tomgregan/](https://www.linkedin.com/in/tomgregan/)

MORE ABOUT ME

Scan the QR code to visit my online CV to find out more about my career.



SEO ACCOUNT MANAGER

Caliber - Farringdon, London

2014-2015

At Caliber, I worked on high profile accounts including Tesco & Thorntons. My role encompassed content gap analysis, technical SEO recommendations, outreach campaigns, and the development of SEO best practice guidelines.

- Conducted a comprehensive **content gap analysis** for Tesco & Thorntons. This analysis included a deep-dive into their current content offerings, keyword utilisation, backlink profile, and digital presence compared to competitors.
- Generated technical recommendations aimed at optimising **site architecture**, improving page load speeds, enhancing mobile usability, refining on-page SEO elements, and ensuring compliance with the latest search engine updates.
- Initiated an extensive Geo-caching **outreach campaign** to broaden Thorntons' digital presence and acquire valuable backlinks. This involved fostering strategic partnerships with industry influencers, reputable bloggers, and high-authority websites, effectively boosting brand visibility and authority.

SENIOR SEO ACCOUNT EXECUTIVE

Visibility IQ- Covent Garden, London

2014-2014

I took the lead in formulating and implementing customised SEO strategies for major clients such as French Connection and Great Plains. My comprehensive approach included performing detailed SEO audits, carrying out extensive outreach campaigns,.

- Development and implementation of tailored SEO strategies for French Connection and, Great Plains as well as ad-hoc duties for other clients including Pharmacy2u and Toshiba. Strategies were informed by a comprehensive understanding of each brand's unique needs and objectives, as well as in-depth analysis of their competitive landscape.
- Conducted rigorous **SEO audits** to evaluate the clients' websites, assessing their performance in areas like site speed, mobile compatibility, meta descriptions, keyword usage, and internal/external linking. Used the findings to formulate actionable **technical recommendations** for SEO improvement.
- Executed extensive outreach campaigns, initiating strategic partnerships with industry influencers and authoritative websites to earn high-quality backlinks, enhancing brand visibility and authority in the digital landscape.
- Developed **data-driven reports** using advanced SEO tools and analytics software, effectively tracking progress towards KPIs, evaluating the effectiveness of implemented strategies, and identifying areas for further optimisation.
- Advised client teams on SEO best practices and technical recommendations, fostering a more SEO-conscious culture and empowering them to maintain and enhance their organic search performance over the long term.

At STEAK, I worked exclusively on the 'post office' account, responsibilities including weekly reports, keyword research, and strategic link-building campaigns. I also executed detailed site audits, generating technical recommendations for enhancing SEO, and masterminded a high-reach social campaign.

- Managed comprehensive weekly reporting for clients, utilising advanced SEO tools and analytics software to provide insightful, **data-driven reports** that tracked progress towards KPIs, assessed the impact of implemented strategies, and identified areas for optimisation.
- Optimised and implemented new landing pages, employing a user-centric design approach and SEO best practices to maximise user engagement and conversion rates.
- Performed detailed **site audits**, making technical recommendations for SEO enhancements such as URL restructuring, metadata improvements, and consistent internal linking. These recommendations contributed to improved site usability, more efficient crawling and indexing by search engines, and higher organic search rankings.
- Created comprehensive and search-engine-friendly sitemaps, helping to ensure that search engines could **efficiently crawl**, understand, and index the website's content.
- Orchestrated the social campaign for the Post Office Christmas Stamp Shop Tour, effectively reaching a social audience of over **300,000** people through carefully crafted content and targeted distribution strategies.

SEO EXECUTIVE
MintTwist – Old Street, London

2010–2012

In my role at MintTwist, a dynamic digital marketing agency, I managed the SEO needs of a diverse portfolio of clients, delivering tailored solutions to enhance their digital presence and drive organic traffic growth.

- Social Media Strategy: Developed and implemented effective **social media strategies** for clients, crafting engaging content and leveraging targeted distribution to expand brand reach, foster engagement, and drive traffic to their websites.
- Backlink Strategy: Devised and executed comprehensive **backlink strategies**, including identifying potential link sources, reaching out to high-authority websites and industry influencers, and acquiring valuable backlinks that enhanced clients' website authority and organic search rankings.
- Keyword Research & Optimisation: Conducted thorough **keyword research** for clients, identifying high-value keywords to inform content creation and optimisation efforts. Ensured strategic keyword usage across website content, meta tags, and anchor text to improve visibility in search engine results.
- Technical SEO: Made technical recommendations to optimise clients' websites for search engines, including enhancing site speed, ensuring mobile compatibility, and improving **website architecture**.
- Reporting & Analytics: Provided clients with regular, **insightful reports** on SEO performance, using advanced analytics tools to track key metrics such as organic traffic, backlink profile, and search rankings. Used these insights to continuously refine strategies and drive further improvement.