



Contact

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Task Experience

Past Duties

- On-Page Optimisation and Tech Tasks:
 - Fixing 404 errors
 - Fixing Temporary Redirects (302)
 - Reviewing and Fixing Duplicate Meta Titles
 - Reviewing and Fixing Duplicate Meta Descriptions
 - Adding Alt text to Images
 - Reviewing code for Alt Attributes
 - Adding Attributes to HTML
 - Fixing redirect chains and loops
 - Fixing broken internal links

Expertise

SEO

PPC

Content Marketing

Social Media Ads

Asset Creation

Account Management

Language

English

Oliver Hood

Freelance SEO + PPC Specialist

Hi I'm Oli! I am a freelance SEO and PPC specialist with 5 year experience in SEO and Years in PPC I've worked in various roles from Agency to in house and have recently gone freelance, taking on my own clients to help grow their presence online to help them sell more and grow their business.

Experience

STATS

Career Highlights

- Handling Checkatrade's PPC and SEO
- 20% increase in PPC conversions for my last role
- Increase of 250,000 backlinks for my last role
- Every site I have worked on has been rectified to at least 93 Site health score
- 3X ROI on PPC work I am currently working on
- Own my own agency
- Ran PPC Campaigns spending over £1,000,000 per month on Ads getting an 8xROAS
- Backlinks from Moz, Hubspot, Forbes and Wordpress

Qualifications

Other Qualifications

- SEMrush Advanced
- MOZ
- Google Ads
- Google Analytics
- Buzzstream
- ScreamingFrog
- Google ads course
- SEO Content course

HubSpot Qualifications:

- Inbound Marketing
- SEO
- PPC
- Email Marketing
- Social Media
- Growth Driven Design
- Contextual Marketing

Duties:

- Keyword research for SEO and PPC
- SEO Outreach and link building
- HTML Edits
- Metadata optimisation
- Blog creation
- Pillar page content
- Ad creation
- PPC Campaign optimisation
- PPC spend management
- Performance max optimisation
- Overall marketing brainstorming
- On-Page Optimisation and Tech

2023 -

Self Employed

Since May 2023 I have been self employed as a freelancer this has led me to take on clients like Checkatrade as well as subcontracting for other agencies who need a hand. I have increased ROI on all of my clients PPC accounts and set up detailed content plans for their SEO efforts.

2022-2023

EKM

PPC + SEO Specialist

During my time at EKM, I worked as a SEO and PPC specialist, this involved technical SEO skills such as Keyword research, Metadata work, Schema Markup and Basic HTML edits. I also worked on SEO content by making blogs, making amendments to headers, older blogs and creating a pillar page strategy. On top of this I was heavily involved in the PPC side of things, doing consistent ad changes and updates depending on the topic. I also set up multiple PPC strategies which resulted in increases in impressions and conversions for certain promotions that the business issued.



Experience

2021 - 2022

SEO Specialist

Theaccesspoint - London May 2021 to January 2022

At my time at The AccessPoint, I worked on the websites of several UK Law and Legislation companies, this role involved SEO and PPC Management, Social Media management, Internal and External linking, Extensive Keyword Research (UK Based and international) Website structure fixes and HTML and CSS edits. A large amount of my time was spent on wordpress optimizing web pages and blog posts. My SEO work led some of their blogs to gain some high quality backlinks to Sites like BBC and Sky news. This would also involve a report once a month about what went right, wrong and what we plan to do in the following month.

2020-2021

PPC + SEO Specialist

SEO Executive

PPC Protect - Chorley August 2020 to January 2021

In this role I have acted as an SEO Executive by Speaking to clients, creating SEO plans and strategies and working with other areas of my company to create the most effective plans and actions to take in order for the work that we do to be useful to the client. I have been on calls with the clients as well as communicating via email to fix and sort problems that have arisen. The main jobs I have done in the past months for Piccana are; Keyword Research, On page Optimisation, Metadata fixes, International SEO Research, Local SEO, PPC, Content Creation.

The tools I have used:

- Ahrefs
- Screaming Frog
- Majestic backlink analyzer
- SEO META Inspector

I used these tools in order to check and update information to make sure that the work that I have done is up to date, accurate and is the best quality that I can give at that time

2018 - 2020

Junior Digital Marketer

Digital 22

Within this leading Digital Marketing agency my skills have developed with both off site training at QA and on-site training working with some of the best digital marketing people in the UK. I spent a period in each of the agencies digital marketing departments, including SEO, Marketing, Conversion rate Optimisation (CRO), Social, Content, Design and Development and Pay Per Click (PPC).

To accomplish my tasks I use META SEO Inspector, Keywords Everywhere, SEOquake and SEO Meta.