

Daniel William Beddows
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Fourteen years' experience implementing SEO for big business. I've managed large-scale SEO projects, both agency and client-side worldwide, developed SEO strategy / offerings for international agencies and worked in agile teams implementing technical SEO for the banking sector.

Professional Experience

SEO Consultant/Contractor – Remote SEO Manager

Spika.com
Sept 22 - present

A short-term contract providing high-level SEO strategy, on-page & technical expertise delivered remotely, whilst working with the Spika London team. Our focus was on increasing non-brand organic performance on the first page of Google.

Client Work: *Bacardi, Martini, Bombay Sapphire, Noilly Prat, Teeling Whiskey, St Germain, Patron*

I was enlisted to help with high-level SEO strategy planning, across US/UK and global markets. This included capitalising on seasonal opportunities and using Pi DataMetrics to manage performance and delivery updates to the client.

This was mostly in the form of consultative SEO providing strategy decks, whilst also fulfilling day-to-day on-page and technical tasks via Jira, working across a wider development landscape with resources from across the globe.

Notable Achievement: Detecting a serious technical SEO issue, which once resolved allowed us to rank important 'cocktail pages' more efficiently. Bringing in a huge increase in traffic.

SEO Consultant/Contractor – Remote Technical SEO Manager

SearchLaboratory.com/Havas
Jan 22 – May 22

A short-term contract providing technical SEO expertise for current and newly onboarded clients for international marketing agency Search Laboratory who are part of the Havas group.

Client Work: *Ted Baker, Hallmark, Matches Fashion, Vida XL, Mitel, Software AG, Happy Beds, Mumsnet*

Here my work mostly focused on providing technical SEO audits and pre-sales website health checks in the form of presentations that I would present to my clients. I was also the go-to resource for any technical SEO related questions or challenges that my client accounts faced.

This was mostly in the form of consultative SEO providing technical solutions documentation and work packages. There was also a good amount of technical hands-on CMS work, which included XML sitemap creation and metadata optimisation.

SEO Consultant/Contractor – London SEO Manager

Currys.co.uk
July 21 – Jan 22

Management of largescale eCommerce website of the UKs largest online electrical retailer.

I was enlisted to help the technical transformation of the existing website platform and assets to a new omnichannel Salesforce Commerce Cloud offering. This included all aspects of SEO migration within transformational projects and overseeing BAU and managing external agencies, whilst feeding key SEO metrics into the business to various stakeholders.

Responsible for creating strategy and championing the SEO business case to get effective SEO strategies into the development schedule via Jira and other ticketing systems. This would include delivering highly technical SEO spec requirements and working with developers to make change in the most efficient manner. We tracked 10,000's of keywords using Pi DataMetrics and use Google Data studio and Adobe Analytics to measure traffic performance across organic channels.

I implemented on-page changes via various CMS systems and have a solid understanding of the front end from JS frameworks like React to enterprise systems such as Salesforce and PHP driven CMS's such as WordPress.

SEO Consultant/Contractor – Sydney / London SEO Professional / Web Dev

SearchEagle.co.uk
Oct 16 – Present

I provided hourly white-label SEO, web dev/design services (both hands-on & consultative) for agencies and in-house teams worldwide.

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

I create and execute top-level strategy in the form of 6/12-month SEO projects for large-scale websites that encompass all aspects of SEO (On-page, Off-page, Technical).

With an arsenal of effective work packages (including strategy, audits, data analysis, content marketing and reporting) I increase the traffic, leads and sales of my clients by ranking their websites on page 1 of Google for a wider range of relevant search terms.

I regularly work on national / international e-commerce, enterprise, and franchise websites. I am familiar with modern web technologies including .JS frameworks and CMS systems such as Shopify, WordPress, Joomla, Drupal. I work under the hood with code and quickly formulate solutions to technical challenges.

Industry experience includes finance & banking, energy, retail, technology, travel & tourism, aviation, telecoms, television, legal, construction, IT, removals, recruitment, real estate.

Notable Achievement: I migrated Crown Relocations from their dated Business Catalyst website to the Crown worldwide 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.

Chow Group – Wellington, New Zealand

CGML.co.nz

Contract SEO Manager

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 their 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 to improve rankings.

I provided hands-on implementation including meta-data re-writing, 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 onto new servers, retaining established organic rankings.

Starcom / Publicis Groupe – Auckland, New Zealand

Starcom.co.nz

Senior SEO Manager

Jun 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 homegrown 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 SEO Agile 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.

SEO Consultant/Contractor, Sydney, Australia

Octagon.com

SEO Manager

Aug 14 – May 15

Here I worked on 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 online tools and regular skype contact. I resolved a large issue for their wider group where Href Lang had not been implemented correctly across all locales.

Resolution Media / Omnicom – Sydney, Australia

ResolutionDigital.com.au

Senior SEO Analyst

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 and 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 Account Manager

WMEGroup.com.au
Jan 13 – Jul 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

Signs Express HQ Ltd – Norfolk UK
SEO Manager

SignsExpress.co.uk
Apr 11 – Dec 12

Signs Express is the largest sign company in the UK with 80 franchises in the UK and Ireland.

A successful B2B project that primarily focused on SEO & SEM. Part of a wider large-scale web programme, my project dealt with measuring and improving SERP rankings through the management of on-page, off-page and site architectural SEO strategy. A high-traffic, multi-region website with 80 micro-sites, each with exclusive PPC and online advertising campaigns.

Since project completion over 90% of landing pages now appear in SERP1 for their primary keyword phrases and the range of entrance keywords have grown exponentially in this time-period with ROI being hugely surpassed by the measured results of this project.

- Project planning, execution, management, control, monitoring and maintenance programme of intense SEO for redesigned high-traffic company website which has a cluster of 80 location-specific microsites.
- Devise and implement on-page strategy – copy and content, anchor text linking, meta-content, image content / tags, file naming convention strategy.
- Audit and rectify site architecture in-line with current SEO – web standards build adherence, removal of deprecated HTML and other outdated technologies, full HTML audit, Google Webmaster adherence / HTML & XML sitemaps, accessibility, link strategy audit, URL canonicalization

Notable Achievement: Signsexpress.co.uk website moving from position 12 to position 3 for the single keyword phrase “signs” only being surpassed by Wikipedia and IMDB for Google.co.uk

Academic Qualifications

- **Masters in Business Administration & 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, Content Creation & Copywriting, Ecommerce Management, Digital Production, Digital Strategy, UX, Web Server Management, DNS Management, Agile / Scrum, Information Architecture Design, Business Analysis, Stakeholder Management, Wireframing.

Professional Accreditations

Pi DataMetrics Certified, Brightedge Certified, LinkedIn SEO Certified, 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, Marketo Certified, FreeCodeCamp Certified,

Technologies (High level of understanding, though I am not a pure coder)
HTML, CSS, Javascript, React, XML, PHP, JSON, JSX, Regex, Liquid

Software & Systems

Shopify, WordPress, WooCommerce, Magento, Joomla, Drupal, React, Kentico, GitHub, 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.