

SEO Consultant CV

Profile: A highly skilled and results-driven SEO Consultant with extensive experience in developing and implementing successful SEO strategies for diverse businesses. Specialising in both on-page and off-page optimisation, technical SEO, and local SEO, with a proven track record of increasing organic traffic, improving search rankings, and enhancing online visibility. Expert in data-driven analysis and innovative approaches to SEO, with a strong focus on sustainable, long-term growth.

Key Skills:

- **SEO Strategy Development:** Expertise in crafting comprehensive SEO strategies tailored to the specific goals and needs of businesses, ensuring improved visibility and organic traffic growth.
 - **On-Page SEO:** Skilled in optimising website elements such as meta tags, headers, content, and internal linking to enhance search engine rankings.
 - **Off-Page SEO & Link Building:** Experienced in ethical link-building strategies to increase website authority and improve domain rankings.
 - **Technical SEO:** Proficient in conducting website audits, improving site speed, mobile optimisation, schema markup, and resolving crawling and indexing issues.
 - **Keyword Research & Analysis:** In-depth knowledge of identifying high-value keywords and phrases through thorough research to target the right audience.
 - **Local SEO:** Specialisation in optimising Google My Business profiles, managing local citations, and improving online presence for local searches.
 - **Content Strategy:** Experienced in developing SEO-friendly content strategies that align with user intent and search engine algorithms, ensuring content is engaging and optimised for search.
 - **SEO Tools:** Expertise in using industry-standard SEO tools, such as Google Analytics, Google Search Console, Ahrefs, SEMrush, Moz, and Screaming Frog for data analysis and performance tracking.
 - **Analytics & Reporting:** Ability to monitor, analyse, and report on SEO performance using a variety of metrics and KPIs, providing actionable insights and regular updates to stakeholders.
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Professional Experience:

- **SEO Audits & Website Optimisation:** Conducted comprehensive SEO audits to assess website performance, identifying issues in site structure, user experience, and technical optimisation. Developed detailed reports and recommendations to enhance SEO effectiveness.
- **Keyword Research & Competitor Analysis:** Performed in-depth keyword research to discover high-value search terms, ensuring the creation of content that targets the most relevant audience. Conducted competitor analysis to identify market gaps and opportunities for ranking improvements.
- **On-Page & Off-Page Optimisation:** Managed on-page SEO initiatives, including meta tags, content optimisation, and user experience improvements. Implemented off-page SEO strategies, focusing on link-building campaigns, outreach efforts, and enhancing domain authority.
- **Content Strategy & Development:** Collaborated with content teams to develop and execute SEO-focused content strategies. This included blog posts, landing pages, and product descriptions, all optimised for search engines while maintaining a focus on user engagement and conversion.
- **Technical SEO Fixes:** Worked on improving technical aspects of websites, including page load speeds, mobile-friendliness, and fixing broken links. Ensured websites were crawlable and indexable by search engines, leading to better rankings and visibility.
- **Local SEO Implementation:** Developed and executed local SEO strategies, optimising businesses for local search queries, increasing local traffic, and improving their Google Maps visibility through consistent NAP data, local citations, and Google My Business optimisation.
- **Analytics & Performance Reporting:** Regularly monitored website performance through Google Analytics and Search Console, tracking metrics such as organic traffic, bounce rates, and keyword rankings. Generated reports for stakeholders and provided strategic recommendations based on the data.
- **Client Consultation & SEO Education:** Provided ongoing SEO consultation for clients, educating them on best practices and keeping them informed about industry trends, algorithm updates, and new opportunities to enhance their online presence.

Education & Certifications:

- Certification in Search Engine Optimisation (SEO)

- Google Analytics Certification
 - Advanced SEO Training & Workshops
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Tools & Technologies:

- Google Analytics
 - Google Search Console
 - Ahrefs
 - SEMrush
 - Moz
 - Screaming Frog
 - Yoast SEO (WordPress)
 - HTML/CSS basics for SEO
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Personal Attributes:

- Data-driven approach to SEO
 - Strong communication and client relationship skills
 - Adaptable and solution-oriented
 - Ability to manage multiple projects and meet deadlines
 - Passion for staying updated with SEO trends and algorithm changes
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This CV outlines my extensive expertise as an SEO Consultant, showcasing my ability to provide tangible results and long-term SEO success for businesses across various industries.