

PROFILE

SEO Lead and organic search specialist with 20+ years of hands-on experience growing visibility, traffic and commercial performance across competitive eCommerce, travel, B2B and B2C markets. Former Head of SEO and Director of SEO with deep experience across technical SEO, site architecture, crawling and indexation, content strategy, internal linking, link acquisition, local and eCommerce SEO, analytics and large-scale migrations. Combines strategic leadership with hands-on delivery, including 500+ SEO tests and ongoing Google patent and algorithm research. Current work extends into AI Search and GEO, entity optimisation, semantic SEO, structured data and improving brand visibility across both traditional and AI-driven search.

CAREER HIGHLIGHTS

20+ YEARS SEO and organic search experience	100+ TERMS Top 3 Google rankings in competitive search	3,000+ PAGES SEO leadership around a major migration and rebrand
500+ TESTS SEO tests alongside algorithm and patent research	140% YoY GROWTH Google Search Console clicks grew from c.2,500 to c.6,000	AI SEARCH Current GEO, entity, schema and LLM-focused optimisation work

CORE SEO EXPERTISE

Technical SEO | SEO Strategy | Organic Growth | Site Architecture | Crawling & Indexation | SEO Migrations | Internal Linking | Content Strategy | Semantic & Entity SEO | AI Search & GEO | Schema & Structured Data | eCommerce SEO | Local SEO | Link Building & Digital PR | GA4 | Google Search Console | Looker Studio | SEO Testing | Algorithm & Patent Research | Team Leadership & Training

PROFESSIONAL EXPERIENCE

Digital Marketing Manager (SEO-led role) | Latin Routes

Mar 2026 - Present | Kingston upon Thames, UK | Hybrid

- Lead SEO and organic search strategy for a specialist Latin America travel brand, combining technical SEO, content, site architecture, entity optimisation, structured data, analytics and AI Search with cross-functional digital delivery.
- Increased Google Search Console clicks from approximately 2,500 to 6,000 YoY, delivering 140% growth across equivalent reporting periods.
 - Improved organic visibility across priority destination pages, with multiple pages progressing into Top 10 Google positions and others moving towards page-one visibility.
 - Developed an AI Search and GEO programme across destination content, including entity optimisation, answer-focused content, NLP analysis and structured data, with optimised pages beginning to appear in Google AI Overviews.
 - Rebuilt and optimised main destination and sub-destination content across Argentina, Chile, Costa Rica, Mexico, Guyana and French Guiana using Search Console data, search intent, NLP and entity analysis.
 - Developed schema across destination, sub-destination and itinerary pages to strengthen entity relationships and search-engine understanding.
 - Restructured internal linking across destination hubs, sub-destinations, itineraries and editorial content to improve topical clusters and link-equity distribution.
 - Optimised FAQs around People Also Ask opportunities and continuously refined destination content using new GSC query data.
 - Led technical SEO improvements covering crawlability, indexation, duplicate H1 issues, metadata, image optimisation, site architecture and template-level issues.
 - Built GA4 and Looker Studio reporting and worked on Cloudflare analytics, attribution and GCLID/Salesforce tracking to improve visibility of the full customer journey.
 - Work directly with developers, agencies, product, sales and senior stakeholders to prioritise and implement SEO, UX, tracking and website improvements.

Head of SEO | Solve Web Media

Apr 2025 - Feb 2026 | Cornwall, UK | Remote | Freelance

Led SEO strategy and delivery across a varied client portfolio, combining hands-on technical SEO with content strategy, authority building, analytics and commercial organic-growth planning.

- Delivered in-depth technical SEO audits covering site architecture, crawling, indexation, internal linking, redirects, canonicals, performance and other barriers to organic growth.
- Built data-led keyword, content and authority strategies around search intent, demand, competitor gaps and backlink quality.
- Worked directly with developers and client stakeholders to translate audit findings into clear implementation roadmaps and priorities.
- Led on-page and content optimisation, including information architecture, internal linking and search-focused content planning across multiple industries.
- Used GA4, Google Search Console, SEMrush and Ahrefs to identify opportunities, diagnose performance changes and report against organic objectives.
- Monitored Google algorithm changes and studied search patents, turning technical developments into practical, prioritised client actions.

Director of SEO | AMW Digital

Mar 2019 - Apr 2025 | Hertfordshire, UK

Directed end-to-end SEO strategy, client delivery and team coordination across eCommerce, B2B and B2C accounts, while remaining hands-on across technical SEO, content and organic growth.

- Developed and executed organic-growth strategies spanning technical SEO, site architecture, on-page optimisation, content, internal linking, link acquisition and performance analysis.
- Led SEO specialists, developers and designers, assigning technical fixes, reviewing output and coordinating delivery against commercial priorities.
- Managed client relationships from discovery and audit through implementation, reporting and ongoing optimisation.
- Built keyword frameworks, content roadmaps and optimisation calendars designed around intent, opportunity and commercial value.
- Translated complex technical SEO findings into clear roadmaps for clients and stakeholders, while providing SEO training and mentoring to strengthen in-house capability.
- Delivered technical audits, link-building and digital PR campaigns, competitor research and performance reporting using Google Analytics, Search Console and specialist SEO platforms.

Head of SEO | Golf Holidays Direct

Sep 2017 - Jan 2025 | Hertfordshire, UK | Contract

Led organic-search strategy for a highly competitive travel eCommerce business, covering technical SEO, content, local search, authority building, conversion-focused landing pages and a major website migration.

- Led SEO planning around a 3,000+ page migration and rebrand, protecting organic visibility while improving site structure, indexing and search performance through the transition.
- Achieved Top 3 Google rankings across 100+ competitive search terms through a combination of technical SEO, content development, internal optimisation and authority building.
- Conducted detailed competitor, keyword and search-intent analysis to identify high-value commercial opportunities and guide landing-page and destination-content development.
- Developed local SEO strategy and strengthened Google Business visibility across relevant markets and locations.
- Built and optimised high-value landing pages with strong information architecture, search-intent targeting, internal linking and conversion focus.
- Led outreach, link acquisition and digital PR activity to secure authoritative backlinks and strengthen competitive organic visibility.
 - Worked across commercial and marketing priorities, using SEO insight to support wider brand growth and strategic partnerships.

Director of SEO | AlexMaggsWellings.me

Mar 2016 - Mar 2019 | Hertfordshire, UK

Provided SEO consultancy, coaching and hands-on organic-search delivery for client and owned websites across local, eCommerce and service-led markets.

- Created keyword frameworks, content plans, optimisation calendars, technical recommendations and link-building programmes tailored to each site and commercial objective.
- Conducted 500+ SEO tests to investigate ranking factors, technical behaviour and practical search-performance improvements.
- Studied Google technical patents, algorithm developments and search-engine behaviour, using findings to inform testing and SEO strategy.
- Built reporting around rankings, organic traffic and conversion performance, managed local and eCommerce SEO projects and launched an eCommerce SEO mastermind programme.

EARLIER SEO & DIGITAL EXPERIENCE

Earlier consultancy and self-employed work covered SEO strategy, technical and on-page optimisation, content, outreach, local and eCommerce SEO, analytics and client management across travel, finance, insurance, construction, IT, retail, beauty and professional services.

TOOLS & PLATFORMS

GA4 | Google Search Console | Screaming Frog | SEMrush | Ahrefs | GTM | Looker Studio | Cloudflare | WordPress | Shopify | Magento | Umbraco | Salesforce | HTML/CSS | NLP & entity workflows | AI-assisted SEO workflows

EDUCATION & PROFESSIONAL DEVELOPMENT

NVQ Business Studies, Grenville College | NLP Practitioner Certification | Ongoing independent study of Google patents, search algorithms, technical SEO and AI-driven search