

PETER WOOTTON

ALL ROUND SEO EXPERT

Details

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Links

<https://fb.com/thegoogleexpert>
<https://twitter.com/peterwoottonseo>

Skills

Google Penalty Removal

Schema Markup

Keyword Analysis

Website Audits

Technical SEO

Google Analytics

Pretty much everything SEO

Profile

I am an exceptionally technical SEO and digital marketing consultant; considered by some to be [amongst the top SEOs in the UK](#). I'm well-versed in web development, conversion rate optimisation, outreach, and many other aspects of digital marketing.

I use effective techniques that deliver impressive long-term and sustainable results.

Employment History

Head Of Technical at Embryo, Manchester

JANUARY 2022 — PRESENT

- Responsible for ensuring all clients' websites adhered to the highest standards of Technical SEO.
- Typical activities included compiling sophisticated technical audits and resolving technical issues ranging from low CWV scores to severe canonicalisation issue
- Spearheaded the agencies inhouse SEO strategy - resulting in additional exposure for the Embryo brand.
- Single-handedly perfected the Core Web Vitals and Technical Health Scores of the Embryo website.
- Trained an inexperienced SEO executive to become a competent Technical SEO.
- Upsold a number of clients from one-off projects or small retainers to sizeable monthly retainers.
- Responsible for the technical performance of over 50 clients - with a **retainer value in excess of over £150k per month**.
- Led the internationalisation process for a number of client brands.
- Touted as one of the [top SEOs in the country](#).

Senior SEO Manager at Own Your Space, Bolton

JUNE 2021 — JANUARY 2022

- Responsible for the link building, content, and technical SEO strategies of all the agencies clients.
- Directly responsible for **client retainers in excess of £1 million per annum**.
- Cemented OYS's organic position as **#1 for "SEO Bolton"**.
- Perfected numerous client's technical health scores.
- Heavily involved in the recruitment of new team members and directly responsible for the management of three executives.

SEO Manager at Bathroom Takeaway, Salford

JULY 2019 — DECEMBER 2019

- **Doubled Site Traffic within 6 months** - in excess of an additional 11,000 targetted organic visitors per month.
- Positioned the site in **top 10 nationally for "Bathroom Suites", "Bathrooms" and "Bathroom"**.
- Acquired a **perfect 100% health score** on Ahrefs Site Auditor (Magento 1.9).
- Responsible for driving traffic across a multi-channel eCommerce offering.
- Managed Social Media, Web Development, Copywriting And CRO functions to ensure adherence to SEO best practices.
- Pioneered an innovative AI-driven content creation solution as a means of resolving cross channel product duplication issues

impacting over 10000 SKU's - **saving upwards of £400,000 worth of content creation.**

- Developed a scalable methodology for acquiring [high-profile backlinks](#) including those from numerous Universities, Councils and Local Authorities.

Freelance SEO Consultant at Peter Wootton SEO, Manchester

JANUARY 2009 — PRESENT

- I've personally ranked 100,000's of competitive keywords in a vast number and extensive range of industries.
- **Ranked #1 on Google For "SEO Consultant".**
- **Ranked #1 in 2013 on Google Organic SERPs for "SEO"** based on localisation factors & also **#1 nationally for "SEO Manchester".** (2014-2018)
- Achieved more than 200000+ targeted views on peterwoottonseo.com
- Competent in all aspects of SEO - including but not limited to Keyword Analysis, Website Audits, Link Disavowal, Loading Time Optimisation, Structured Data, Accelerated Mobile Pages, Voice Search, Link Building, Online Reputation Management, Crawls, etc.
- Pioneered a sophisticated approach for organic traffic generation that both acquires and utilises an extensive number of targeted long-tail keywords through the mass creation of unique content, user-facing & geo-targeted landing pages.
- Working in a freelance capacity, I was also **employed as Head of Search for Puddle Digital** based in Keighley, Yorkshire. I was responsible for handling and managing the accounts of all their SEO & PPC clients. This role also involved closely managing their in-house web developers in order to ensure projects were successful and in an expedient fashion. Developed expertise in scaling up and resolving speed issues for large-scale WordPress sites.
- This includes implementing solutions to speed issues via modifications to htaccess, tweaks to cPanel & the implementation of caching applications (amongst other techniques).
- **Rescued a number of new clients from manual Google penalties** after their previous SEO companies utilised poor and ineffective back-linking strategies.

Technical SEO Consultant at Evolutia Design, Manchester

APRIL 2013 — SEPTEMBER 2014

- Handled the analysis, strategy, and implementation of all aspects of SEO for Evolutia's clients.
- I was solely responsible for managing 30+ client projects worth to the company in excess of £30k monthly turnover.
- Managed a team of 4 content writers and 2 junior SEO executives.
- Clients included: Manchester Metropolitan Student Union, ShadeStation, Peter Cox and more.
- Solid improvements in Organic Performance, month on month.
- ShadeStation saw a £30,000 increase in sales revenue month on month.

SEO Consultant at Zumm Creative, Manchester

MARCH 2010 — JANUARY 2013

- Increased rankings for Zumm Creative on Manchester Web

- Design from 17th to 3rd on Google within 8 weeks.
- Responsible for all SEO activities of Zumm Creative.
 - I handled approximately 10 client contracts at the same time all of which saw notable improvements in rankings and visitor traffic.
 - Also worked with for a leading web hosting company and managed to increase rankings to the top 8 on "email hosting" and "web hosting" internationally.
 - Created bespoke websites for a range of clients including the Liberian embassy to the court of St. James, a leading commercial doors supplier, a charity and a leading clothing range; amongst many others.

Education

BA Business, The Manchester Metropolitan University, Manchester

JULY 2009

Graduated with a 2.2.

Courses

Google Analytics Individual Qualification, Google

Inbound Certified, HubSpot Academy

Social Media Certified, HubSpot Academy

Technical SEO Certified, SEMrush

Fundamentals Of Digital Marketing, Google

SEMrush for Digital Agencies Certification, SEMRush

Google Ads Fundamentals, Google

Google Ads Search Certification, Google

Ahrefs Certification, Ahrefs Academy