

James Allen

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Quality Employee

I'm Feeling Lucky

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Foreword

I live in Fleet, Hampshire. I am currently working at Top Click Media (on a contract) in West Byfleet, which is accessible within 35 minutes by train (door to door) but I would be willing to commute up to 45 minutes door to door (**not** train journey time only). Due to this, I am no longer open to working in London. Please consider me for roles at agencies **near the train station** in: Fleet, Farnborough, Brookwood, Basingstoke, Woking, West Byfleet - or anywhere else nearby! I do not drive. I prefer agency roles to in-house roles, but am open to both.

Relevant Skills & Duties

Tasks & Duties (including those from previous roles):

Technical Audits, On-page SEO, Deep-Dive Analysis & Detective Work, Backlink Auditing, Advanced Reporting, Tracking SEO Results (Rank Checking), Mentoring Junior Team-Members, Authoring SEO Content (check out my [blog posts](#) on iCrossing's Connect blog), Content Editing, On Page Recommendations (Meta, Titles etc), Tool Building & Scripting, Process Automation (Macro Recorders etc), Excel Scraper Construction, Industry Research & Communications, Keyword Research, Content Gap Analysis, Negative SEO Flaw Vulnerability Detection, Advanced Architectural Analysis, XML Optimisation, Robots.txt Optimisation, Canonical Tag Auditing, Hreflang Auditing, 'Rel=Alternate' Auditing, Microdata & Microformats Trouble-Shooting, Other Structured Data Analysis (HTML5 Semantic Tags etc), Mobile SEO Audits, Local SEO Audits, Canonicalisation of Hashbangs & Escape Fragments, Redirect Auditing, Redirect Chain Reduction, Link Structure Optimisation & Link Amendments, Navigational Hierarchy Recommendations, Outreach & Blogger Communications, Defining SEO Tactics, Defining SEO Strategy (feeding in only), Data Graphics / Creative Data Representation, proxy Management (Squid Proxies)

Tools & Language Familiarities:

Screaming Frog, DeepCrawl, IIS Toolkit, XPath, VBA (minor), Regular Expressions (minor), Python, Selenium, Scrapy, MySQL, Macros, Macro Recording Software, Google Analytics, Omniture, GWMT, AWStats, Majestic SEO, OSE, AHRefs, WebMeUp, Cognitive, Linkdex, App.getSTAT, Excel (advanced), Photoshop, Illustrator, Dreamweaver, Notepad++, FTP Clients (FileZilla), CMS Familiarity (WordPress specialism), (X)HTML, CSS, PHP (minor), JavaScript (minor), JQuery (minor), WebCEO, SEO PowerSuite - *and probably* many more tools and languages which are currently beyond my recollection!

General Skills:

Strong Written & Verbal Communication / Articulation, Blog Authoring, Mac & PC Literate, Linux Literate (minor, Ubuntu & Mint), Web Design (minor), Web Development (minor), Responsive Design (Through JavaScript)

Brief Education Summary:

University (De Montfort University, Leicester, Sept 2006 – July 2009)

- English and Media Studies Degree, BA, *Grade 2:2*

Final year module grades (results which build up my degree):

- Media Industry Management, *Grade 2:2*
- Dissertation, *Grade 2:2*
- Writing the Self and Contemporary Poetry, *Grade 2:2*
- Digital Publishing (read: 'Web-Design'), **Grade 1st**

(... as I demonstrated an extreme aptitude for digital publishing, I was asked to return to do a 'Masters' / MA Degree on the subject. Unfortunately the course failed to run due to lack of interest)

College (The 6th Form College, Farnborough, Sept 2004 – July 2006)

- Religious Studies, Grade C, A2
- Sociology, Grade C, AS
- Media Studies, Grade B, AS

Work Summary (current employer at top):

- **Top Click Media** - +44 845 095 6633

Job Title: Senior Technical SEO Manager

Time Spent at Top Click Media: 3-4 month **contract** (6th April 2016 - 22nd July 2016)

Here my role was simple, to bring 'technical' SEO and larger data to the company. This involved introducing high-end technical pieces such as SearchScape analysis, advanced de-duped backlink profile analysis with live-link checking, content gap analysis, high end technical SEO audits and extremely advanced keyword research. I brought tools to the company which I am able to invest in through my networking in the SEO community, **such as:** Majestic SEO, SEMRush, Screaming Frog, Clever Gizmos Keyword Researcher Pro and many more. I transformed 'hunch' based keyword research into data-driven KWR which spanned thousands of keywords rather than just 50. I also educated the entire SEO team on Excel (VLookup, pivot tables) and the merits of on-site / off-site crawling software. I pitched-in on wider business strategy and helped others to learn how to format their client-facing documents more beautifully.

- **Social media Ltd.** - +44 203 613 2316

Job Title: Senior Technical SEO Consultant / SEO Manager

Time Spent at Social Media Ltd: 4-5 months (September 2015 - February 2016)

I spent time helping to build the team up to meet enterprise-level SEO standards, which I have learned much about throughout my career. I was an SEO strategist, SEO analyst, manager, team leader and re-shaper all in one. I tutored the team on SEO best practice (industry-standard) whilst also delivering work, communicating with clients and feeding into critical strategic decisions. Since I took over responsibility for the SEO department, in a way I was 'acting' head of SEO during my time there.

- **iCrossing UK** - +44 2078 212 300

Job Title: Senior (Technical) Natural Search Analyst

Time Spent at iCrossing: 1 year and 5 months / 17 months (April 2014 - September 2015)

At iCrossing I was usually deployed cross-team in order to solve the most pressing technical SEO problems. Whether it was complex redirects, canonical issues or tangled 'hreflangs' - that's where you'd find me! I used query languages like XPath to build tools which aided me in harvesting data, which I put to use in the form of technical recommendations. I also found a niche mentoring junior team members on the hard-tech side of SEO without confusing or scaring them. I was seen as the go-to person for Mobile SEO issues since I understand how responsive design works (pixel width detection, user-agent based responsive design etc).

- **STEAK / 360i UK** - +4420 7420 3501

Job Title: SEO Executive

Time Spent at STEAK & 360i UK: 1 year and 9 months / 21 months (July 2012- April 2014)

STEAK is where I really began to flex my particular affinity for technical SEO. Whether it was editing Screaming Frog's ini files to boost memory allocation (and thus increase the crawling limits before a crash) or putting together basic scripts, VBA spreadsheets and desktop macros (for data-gathering automation); I was there to bring in the stats that supported future strategic movements. Since I still performed link-building tasks at the time, this is where I learned to manually create de-duped backlink audits which then fed into SEO strategy. This is probably the most technical area of linkbuilding.

- **Eazytiger Ltd** - 0116 269 2699 - (company may no longer be trading!)

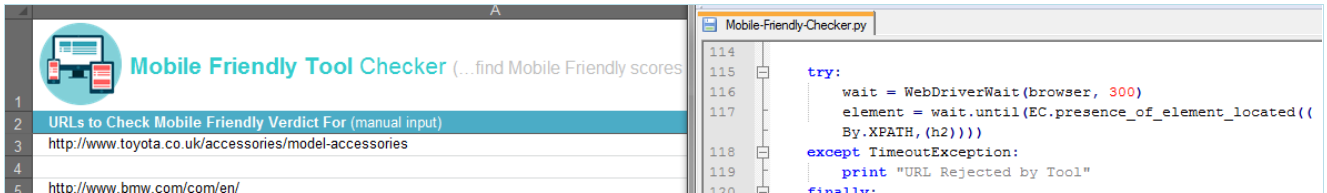
Job Title: Search Engineer / SEO Consultant

Time Spent at Eazytiger: 2.5 years

I made up half of a two-man department which managed over 20 small clients. It was a baptism of fire, one I'm still proud of.

Overall industry experience - 6.3 years: I graduated on a Friday and started at Eazytiger on the Monday. I have been in the industry since that time.

Tools I've Built



- 1) A spreadsheet that uses VBA and regex scraping to pull any contact details (contact pages, emails) from a list of input URLs. Useful for outreach and link removals / amendments
- 2) A spreadsheet that will scrape the WayBack Machine (WebArchive) for its earliest recorded snapshot of a list of input URLs
- 3) A spreadsheet that will scrape a list of input URLs for all social profiles (including things like Pinterest) and associated metrics
- 4) A python script that will bulk-check Google's PageSpeed Insights tool against a list of up to 10,000 input URLs. This cannot be done using a regular scraper since the results are 'generated' inside of an AJAX or JavaScript shell, but I have found a solution
- 5) A python script that will bulk-check Google's Mobile Friendly tool against a list of up to 10,000 input URLs. This cannot be done using a regular scraper since the results are 'generated' inside of an AJAX or JavaScript shell, but I have found a solution
- 6) A python script which connects to a GWMT account and downloads **ALL** crawl errors. Not just the top few thousand, as is possible from the Webmaster Tools front-end
- 7) I have experience **building a search engine** using "[Scrapy](#)" for Python. Myself and a colleague have been building one as a pet project, to learn how search engines work. The crawlers go out and get the data (targeted with XPath) and then write the data to an SQL database which automatically de-dupes itself. Creating a column in the database which aggregates various metrics and calculates relevancy was fun. The project is offline and is not able to be shared currently, but I'm happy to chat about it!

Accounts I've Worked On

These are not all of the brands I've worked on - merely a **random selection**:

