



MARTIN WOODS

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Nationality: British



LINKS

www.indigoextra.com

www.linkedin.com/in/indigoextra/

clutch.co/profile/indigoextra

www.indigoextra.com/case-studies

EXPERTISE

SEO:

- Semrush
- Ahrefs
- Google Analytics
- Search Console
- Screaming Frog
- BuzzStream

CMS Web Design:

- WordPress
- Drupal
- Photoshop
- HTML
- CSS

Microsoft:

- Word
- Excel
- PowerPoint

Languages:

- Native English
- Proficient French

EDUCATION

BSc. Psychology

Sheffield University

'A' Level in Psychology (B),

Geography (B), and Maths (A)

6 As at GCSE level, including English language and English literature

SEO Certification Semrush Academy

PROFILE

Analytical and innovative SEO specialist with demonstrated success in growing organic traffic through white-hat strategies. Proven ability to increase organic rankings, traffic, and sales through data-driven on-page SEO and link building techniques.

Extensive experience in SEO audits, technical SEO and content marketing. Skilled leader and trainer who empowers others.

Successfully implemented campaigns that have increased traffic by over 100,000 monthly visits and boosted conversion rates. Excels in driving engagement and results by cultivating brand awareness and creating unique content designed to exceed organisational goals.

CORE COMPETENCIES

- **SEO Expertise:** Creative strategy direction. SEO tools, website audits and keyword research. Local and international SEO.
- **Link building:** Managing multilingual content development and outreach.
- **Customer acquisition:** Performance marketing and conversion rate optimisation.
- **Website Analytics:** Proven track record producing business outcomes that improve company metrics.
- **Leadership:** Good interpersonal and strategic leadership skills with strong team spirit. Collaborative problem-solver with experience managing multiple projects.
- **Strong sales skills.** Comfortable presenting to senior shareholders.

PROFESSIONAL EXPERIENCE

SEO Director

Indigoextra Ltd.

2006 – 2023

- Developed and implemented comprehensive SEO strategies that aligned with business objectives and met industry standards.
- Led a team of English and multilingual copywriters, link builders, and web designers on a remote basis, providing clear direction, coaching, and feedback.
- Conducted regular SEO audits of websites to identify areas for improvement and devised strategies to address them.
- Provided SEO consultation to other SEO companies. Analysed data and resolved content and technical SEO issues to improve performance.
- Won over 200 clients, including Groupon, Vistaprint, Real Advisor, and the Holland tourist board.
- Devised a standardised process for measuring and reporting on the effectiveness of our international SEO efforts, including traffic and conversion rates.
- Wrote informative and engaging articles for leading SEO blogs like Semrush and Ahrefs to increase our visibility and credibility within the SEO community.

Web Designer and SEO Consultant 1 Website Designer 2002 – 2006

- Established and executed effective SEO strategies that improve website rankings, drive traffic, and increase conversions.
- Completed website audits to identify technical and on-page SEO issues and implemented solutions to improve website performance.
- Performed thorough keyword research to identify high-value, relevant keywords, and phrases.
- Designed websites in Drupal and WordPress. Optimised them for page speed and UX.
- Created and optimised website content, including meta descriptions, title tags, and header tags, to improve website visibility.
- Built high-quality backlinks from authoritative websites to improve website authority and ranking.
- Collaborated with web designers and developers to ensure that websites were designed with SEO best practices in mind.

Business Manager Centre for Mental Health 2001 – 2002

- Conducted regular reviews of our organisation's operations to identify areas for improvement and opportunities for growth.
- Formulated strategies to improve internal processes, streamline workflows, and increase productivity.
- Worked closely with senior management and other departments to ensure operational alignment with the overall business strategy.
- Managed and motivated staff, including hiring, training, and performance management.

Training Analyst PA Consulting 2001

- Completed training needs assessments to identify skill gaps and training requirements for 260 staff in Europe.
- Developed and delivered training programs and courses using a variety of instructional methods to meet the needs of different learning styles and levels.
- Evaluated the effectiveness of our training initiatives, using a variety of metrics and feedback mechanisms, and made recommendations for improvement.
- Delivered presentation skills training courses to improve attendee's confidence and ability to speak in public.

ADDITIONAL EXPERIENCE

- Created 500 cryptic crosswords for The Big Issue, ensuring they were challenging and entertaining for readers.
- Co-created and promoted The Da Vinci Game, a board game that sold 50,000 copies, by developing marketing strategies and building brand awareness.
- Ran a weekly writing Meetup group, providing guidance and feedback to help develop participant's writing skills.
- Led writing retreats to help other writers improve their skills and create new content.

KEY ACHIEVEMENTS

Real Advisor

Sep 2021 – Date

Managing an SEO campaign and tripling organic traffic from 50,000 to 150,000 in 18 months.

Scottish Wedding Ceremony

Dec 2021 – Date

Creating the Drupal website and implementing on-page SEO. This was originally for one celebrant; due to our SEO, it now generates sufficient enquiries for twenty.

"Whenever I've had a question, I've always received a thorough no jargon answer, and I'm delighted with how many enquiries come from the site."

Coque de Telephone

June 2022 – July 2022

Managing a link building campaign and increasing organic traffic from 200 to over 60,000 monthly visits.

Maxilia

Feb 2017 – Dec 2022

Coordinating a multilingual SEO campaign for a new eCommerce site. Increasing monthly organic traffic by over 50,000 across five languages.

"Martin is diligent about sending reports and committed to overcoming challenges. He's delivered consistently high-quality work during the 3-year partnership."