



MARTIN WOODS

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Indigoextra, 25 Ford Ave,
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Nationality: British



LINKS

- [Indigoextra](#)
- [LinkedIn](#)
- [Clutch Reviews](#)

SOFTWARE

SEO:

- Semrush
- Ahrefs
- Google Analytics
- Search Console
- Screaming Frog
- Pitchbox
- HARO

CMS Web Design:

- WordPress
- Drupal
- Photoshop
- HTML & CSS

Editing:

- Word / Google Docs
- Excel / Google Sheets
- PowerPoint / Google Slides

Languages:

- Native English
- Proficient French

EDUCATION

BSc. Psychology

Sheffield University

'A' Levels: Psychology (B),
Geography (B), Maths (A)

SEO Certification

Semrush Academy

INTERNATIONAL SEO

An SEO expert with proven success creating and implementing data-driven SEO strategies to grow organic traffic and conversions.

Extensive experience in international SEO audits, technical SEO and content marketing. Competent at leading an internal and external team of SEO consultants and copywriters.

Successfully implemented campaigns that have increased organic traffic fivefold and doubled conversion rates. Excels in driving engagement and long-term results.

CORE COMPETENCIES

- **SEO expertise:** Creative strategy direction. Using advanced features of SEO tools to perform website audits and keyword research. Local and international SEO.
- **Copywriting:** A talented wordsmith who creates marketing and blog content with high conversion rates.
- **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 in the short and long term.
- **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

Head of SEO

Indigoextra Ltd.

2006 – Date

- Developed and implemented personalised SEO strategies on a site-by-site basis to meet and exceed KPIs.
- Led a remote team of English and multilingual SEO experts, copywriters, link builders, and web designers, providing clear direction, coaching, and feedback.
- Conducted regular SEO audits to identify areas for improvement and devised strategies to address them.
- Provided SEO consultation to other SEO agencies and multinational 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, conversions and leads.
- Wrote informative and engaging articles for leading SEO blogs like Semrush and Ahrefs to increase our visibility and credibility within the SEO community.

Senior SEO Consultant MeasureMinds Group June 2023 – Jan 2024

- Provided high-level SEO consultancy to MeasureMinds, a Google Analytics company.
- Enterprise SEO audit and strategy for a mergers and acquisitions company resulting in a 34% increase in conversions from organic search.
- SEO consultation during a web migration for a recruitment agency, ensuring key SEO elements were retained or enhanced.
- Optimising MeasureMinds' site and tripling organic traffic in six months.
- Writing thought leadership pieces on enterprise SEO strategy, SEO audits, and financial services marketing.

SEO and Web Designer 1 Website Designer 2002 – 2006

- 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 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

- 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

- Wrote the cryptic crosswords for *The Big Issue* for a decade.
- Co-created and promoted *The Da Vinci Game*, a board game that sold 50,000 copies. Ran a press campaign and built brand awareness.
- Wrote a science-fiction novel applying best story-telling practices.
- Ran a weekly creative 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

RealAdvisor.ch

Sep 2021 – Date

Creating an SEO and link building strategy for a real estate platform and increasing their organic traffic and conversions more than fivefold, from 50k to over 270k.

“They always delivered their work on time and ensured that the content was of high quality and met our expectations.”

Graphic Design SaaS Platform

May 2022 – April 2023

Providing SEO consultation and link building services for a graphic design SaaS platform. Increasing traffic by 700k monthly visits in under a year.

Coque de Telephone

June 2022 – July 2022

Managing a link building campaign for an eCommerce site and increasing organic traffic from 200 to over 60k monthly visits.

Maxilia

Feb 2017 – Dec 2022

Coordinating a multilingual SEO campaign for a new eCommerce site. Increasing monthly organic traffic by over 50k 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.”