

David Daniels

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Summary

20+ Years in SEO & Digital Marketing (and IT, which adds a unique dimension to my website experience): Specialized in organic optimization, content strategy, and digital marketing, with a focus on the last 5 years.

Expert in Law Firm Marketing: Extensive experience across multiple niches, including hospitality, home services, SaaS, and healthcare.

Prompt Engineering Mastery: Skilled in AI/NLP technologies like ChatGPT, excelling in content production at scale.

Technical SEO Specialist: Quick at diagnosing and fixing crawling, rendering, and indexing issues. Proficient in website audits.

Advanced Keyword Research: Expertise in creating content clusters for long-term planning, utilizing entities, semantic terms, 3 and 4-word longtails, and natural language keyword phrases.

National & Local SEO: Authority in national SEO and specialized in entering difficult niche markets; local SEO is a walk in the park.

DDoS Mitigation & Security: Background in large-scale attack prevention and proprietary website security solutions.

Process Automation & Scalability: Experienced in setting up automated systems for operational scalability.

Google Analytics Expertise: Comprehensive understanding of analytics to drive data-informed decisions.

WordPress Mastery: Proficient in achieving all-green Google Page Speed and Lighthouse scores, with expertise in SCSS and SASS CSS technologies, Rank Math, WP Rocket, and Imagify Image optimization. Preference for WordPress Genesis and custom child themes.

Social Media Marketing: Adept in leveraging social platforms for maximum outreach and engagement.

Open to Fractional Roles: Willing to serve as a Fractional COO and CMO, either in consulting or in-house roles.

Fast Results: Known for strategic oversight coupled with hands-on execution that delivers quick, measurable outcomes.

Experience

Website Consultant

Freelance

Jan 2021 - Present (2 years 10 months)

Private SEO Freelance serving clients in US, Canada, Czech Republic, UK, Ukraine (2021 - Present)

Clients:

NDA; Cannabis, Law Firms, SaaS.

Niches include: Stem Cell clinics, Home Services (Local search and nationwide), Real Estate, MedSpas, Cyber Security services and training provider, Dentists, Orthodontists, and Cosmetic Surgeons.

Responsibilities:

SEO Audits & Recovery: Specialize in short-term contracts for comprehensive website audits, aimed at mitigating rankings loss and sudden drops in organic traffic.

Cybersecurity Expertise: Offer large-scale DDoS attack mitigation services using proprietary security solutions, safeguarding client websites and data.

Advanced Content Strategy: Design extensive quarterly content calendars, focusing on content topic clusters, semantic terms, and long-tail phrases.

Prompt Engineering: Utilize expert-level skills in prompt engineering to generate quality, scalable content via AI platforms like ChatGPT.

Impact:

Diverse Clientele: Serve a wide range of sectors including law, cannabis, stem cell clinics, home services, real estate, cybersecurity, and medical specialties.

Innovation in Content: Pioneered the use of advanced prompt engineering techniques, significantly enhancing the quality and scalability of AI-generated content.

Strong Security Solutions: Successfully mitigated large-scale DDoS attacks, cementing my reputation as a go-to expert in cybersecurity within SEO contexts.

Skills:

Technical SEO: Skilled in all facets of SEO, with an emphasis on technical aspects like site architecture and performance optimization.

Organic Optimization Strategy: Develop and execute comprehensive strategies for organic search success.

Content Logistics: Master content planning and logistics, with a focus on topic clusters and semantic search optimization.

DDoS Mitigation & Protection: Provide specialized services



Chief Strategy Officer

Hennessey Digital

Jan 2018 - Jan 2021 (3 years 1 month)

SEO Manager > SEO Director > Chief Strategy Officer for Jason Hennessey Consulting and Hennessey Group Inc, dba, Hennessey Digital, Santa Clarita, California & North Hollywood, California (2018 - 2021)

Responsibilities:

Led & Managed: Oversaw a diverse team of 100+ employees and contractors, including off-shore teams, spanning from analytics and data science to organic search and web development departments.

Strategized & Executed: Created and executed multi-faceted strategy and tactical plans responsible for scaling the company from 6 contractors to 120+ employees, significantly driving revenue from \$600K to \$12M+ annually within 2.5 years.

Impact:

Achieved Rapid Growth: Facilitated fast scaling through business process automation and bot automation, boosting the company's ability to acquire and execute contracts at volume scale.

Delivered Tangible SEO Results: Strategized and executed SEO for nearly 100 websites, including 3 of the top 10 marketing budget law firms in the USA and the most recognized civil rights attorney in the USA.

Awards:

Inc. 5000 Recognition: Featured twice on the Inc. 5000 list, highlighting a 212% three-year growth and taking the company's revenue to \$10M+ and \$2.6M in successive years.



Director Search Engine Optimization

Medium Giant

Jan 2016 - Jan 2018 (2 years 1 month)

SEO Consultant and Strategy Lead at Vertical Nerve, Inc. (bought by Belo Corp, dba, Belo + Company) for American Home Shield, Terminix, Merry Maids, and Funimation, Dallas Texas (2016 - 2018)

Responsibilities:

Orchestrated & Led: Headed all-encompassing SEO and Digital PR strategy for three major brands including American Home Shield (AHS), Terminix and Merry Maids, along with consultations for Sony Media's Funimation.

Client Collaboration: Requested for multiple on-site strategy sessions at client's U.S. headquarters and worked closely with 3rd-party design and branding vendors like Publicis Hawkeye in Dallas.

Technical Advisory: Offered web development and SEO recommendations to Sony Media for Funimation's new streaming platform and e-commerce shop.

Impact:

Enterprise-Level Planning: Conducted extensive strategy planning, covering aspects from website structure to redesign consultations, setting the blueprint for the 3rd-party web design firm and branding vendor.

Data-Driven Analytics: Collaborated with analytics departments to tag and track every possible user interaction, offering unique data analytics reports aimed at boosting conversions.

Skills:

Comprehensive Expertise: Demonstrated skill set in Full Organic SEO Strategy, Technical SEO, OffPage and OnPage SEO, aligned to meet enterprise-level requirements.



Search Engine Optimization Consultant

La Quinta by Wyndham

Jan 2015 - Jan 2016 (1 year 1 month)

Search Engine Optimization Consultant at La Quinta by Wyndham, Irving, Texas (2015 - 2015)

Responsibilities:

Technical Mastery: Delved into the complex intricacies of the hotel booking and NAP citation aggregation ecosystem, essential to the travel and tourism industry.

Executive Alignment: Worked directly under the Marketing Director to plan and execute SEO and location management strategies.

Scale Management: Oversaw SEO efforts and NAP data citation aggregation for more than 500 La Quinta Inns & Suites locations nationwide.

Impact:

Industry-Specific Expertise: Employed a deep understanding of the travel and tourism data ecosystem, a critical component for success in the role.

OnPage Excellence: Executed on-page optimizations tailored to the unique needs of each hotel location, harmonizing brand consistency across the board.

Skills:

Holistic Approach: Utilized skills in Technical SEO, Local SEO, and Location Management to meet the specific requirements of the tourism and travel industry.



Search Engine Optimization Manager

Advice Local

Jan 2014 - Jan 2015 (1 year 1 month)

Technical SEO Specialist at Advice Local, McKinney, Texas (2014 - 2015)

Responsibilities:

Link Recovery: Specialized in remedying lost rankings and sudden drops in organic traffic due to poor backlink profiles.

Tool Mastery: Utilized advanced tools like the Majestic link database and Link Research Tools Suite for comprehensive link analysis.

Project Scalability: Efficiently scaled the operation, executing over 100 full link audits inclusive of disavow file creation and ongoing adjustments.

Local to National Strategy: Assisted the Chief Product Officer in crafting SEO strategies that spanned local to national reach. Created plans to deliver fast results in overlapping SEO campaigns.

Impact:

Fast Results: Achieved quick turnarounds in recovering lost rankings and organic traffic for clients, solidifying Advice Local's reputation in the industry.

Niche Specialization: Focused on home services, with occasional projects for national clients, gaining deep industry insights.

Strategic Leadership: Provided invaluable support to the Chief Product Officer, playing a key role in shaping the company's SEO strategies from local to national scales.

Skills:

Complete SEO Suite: Utilized a complete skill set including Technical SEO, Backlink Audits, OffPage, and OnPage strategies to deliver robust solutions for clients.



Logo for Wpromote Search Engine Optimization Specialist

Wpromote

Jan 2012 - Jan 2014 (2 years 1 month)

SEO Manager, Standing Dog Interactive (now WPromote), AU, NZ, UK, EU, US (2012 – 2014)

Responsibilities:

Strategic SEO Leadership: Headed the SEO initiatives for prestigious hotel chains such as Marriott, Hilton, and Rydges across four continents, particularly in high-competition travel markets like NYC, LA, San Francisco, Miami, London, Sydney, and the Caribbean.

Holistic SEO Approach: Managed a full spectrum of SEO services, including technical, off-page, and on-page strategies, tailoring them to the specific needs of travel and tourism clients.

Specialized Client Focus: Created custom SEO strategies for luxury boutique hotels, ski resorts, corporate and business meeting venues, as well as wedding-related clients.

Impact:

Global Reach: Extended client visibility in some of the most competitive travel/tourism markets, impacting multiple continents and yielding measurable gains in organic traffic and bookings.

SEO Specialization: Demonstrated specialized expertise in travel and tourism SEO, serving as a go-to resource for diverse sub-industries within the sector.

Client Retention & Growth: Successfully retained key clients while contributing to new account acquisition, solidifying the company's reputation in the SEO space.

Skills:

Technical SEO: Mastered the complexities of SEO specific to the travel and tourism industry, contributing to the firm's expertise.

OffPage & OnPage SEO: Implemented comprehensive off-page and on-page SEO strategies, specifically tailored to each client's unique needs.

Market Intelligence: Utilized deep understanding of competitive markets to drive client success, particularly in high-stakes travel regions.

Awards:

Team Leadership: Recognized internally for outstanding leadership and strategy implementation, contributing to the acquisition of key accounts.



ORM Consultant

NDA

Jan 2009 - Jan 2012 (3 years 1 month)

SEO Specialist in Private Consultancy, Las Vegas, Nevada (2009 – 2012)

Responsibilities:

High-Stakes ORM: Managed online reputation for a diverse clientele, from finance to politics, with complex public relations issues. Specialized in total online branding domination, targeting at least the top 30 search results for individual and corporate terms.

Confidentiality: Operated under stringent NDAs, ensuring the highest levels of discretion and security.

Advanced SEO: Developed specialized technical and off-page SEO strategies, including content creation, barnacle SEO, host and parasite SEO, and intricate social media initiatives.

Crisis Mitigation: Leveraged SEO to contain and suppress urgent issues affecting clients' reputations online. Employed greyhat and blackhat techniques when necessary.

Strategic Interlinking: Implemented an extreme level of interlinking among off-page web assets to strengthen the SEO net around brand terms.

Impact:

Client Retention: Successfully maintained 100% client confidentiality, solidifying trust in high-stakes scenarios.

Complex Issues: Addressed and mitigated extremely sensitive topics for clients, ranging from individual reputational threats to company-wide crises.

Strategic Counteraction: Executed targeted SEO strategies to combat deeply-embedded false narratives, in some cases dealing with organized, large-scale efforts.

Skills:

Technical Expertise: Specialized in complex technical SEO strategies.

Client Management: Excelling in handling sensitive, high-profile client accounts in the realms of finance, entertainment, and politics.

Multifaceted SEO: Proficient in both white-hat and greyhat/blackhat techniques to provide the most comprehensive SEO solutions.

Information Technology Consultant

ITAD USA

Jan 2007 - Jan 2009 (2 years 1 month)

(Server and Computer Hardware Specialist) Information Technology Consultant, Carrollton, Texas (2007 - 2009)

Responsibilities:

Hardware Diagnostics: Conducted comprehensive diagnostic tests to segregate valuable IT components for resale.

Data Sanitization: Executed secure and compliant data sanitization protocols, including NIST 800-88, DOD 8550-22-M, HIPAA/HITECH, PCI DSS, FACTA, and SOX.

System Provisioning: Provisioned servers and rebuilt computers with enhanced security features and operational effectiveness.

Asset Cataloging: Carefully cataloged reusable hardware to expedite the refurbishment process.

Impact:

Efficiency and Compliance: Ensured company's full compliance with government and industry data sanitization standards, effectively minimizing risk.

Value Recovery: Identified and cataloged high-value hardware, contributing to the company's efficient and profitable resale operations.

Operational Speed: Streamlined the system provisioning process, shortening the time-to-market for refurbished systems.

Skills:

Data Sanitization: Mastery of various data sanitization standards like NIST 800-88, DOD 8550-22-M, HIPAA/HITECH, PCI DSS, FACTA, and SOX.

Hardware Diagnostics: Expert in identifying valuable hardware components for efficient asset recovery.

System Provisioning: Skilled in secure and effective system provisioning and rebuilding.

Information Technology Consultant

Diebold Nixdorf

Jan 2005 - Jan 2007 (2 years 1 month)

(Diebold Election Systems, Inc. until 2009) Information Technology Consultant, Diebold Nixdorf (2005 - 2007)

Responsibilities:

Server Management: Configure and maintain election servers, adhering to county, state, and federal regulations.

Quality Assurance: Conduct testing and approval of election tablet machines in partnership with County Clerk's offices.

Hardware Oversight: Supervise the chain of custody paperwork for all election-related hardware.

Election Day Operations: Administer election software and hardware at the main polling location, serving as an immediate point of resolution for any issues.

Data Transport and Tabulation: Responsible for securely transporting election result data from polling locations to County Clerks' offices and tabulating votes using DESI GEMS and Election Server Administration Software.

Off-Season Maintenance: During non-election periods, provided specialized Break/Fix and repair services for voting tablet machines at the Diebold Election Systems hardware warehouse.

Impact:

Legal Compliance: Ensured strict compliance with all relevant laws and regulations, safeguarding the integrity of the electoral process.

Efficiency and Accuracy: Successfully administered numerous elections with minimal to zero disruptions, ensuring a smooth and accurate electoral process.

Data Integrity: Maintained the highest standards of data security and accuracy, confirmed via sign-off procedures with County Clerks.

Technical Prowess: Demonstrated exceptional skills in hardware and software maintenance, leading to a role in specialized repair projects during off-seasons.

Skills:

Data Management & Security: Deep understanding of secure data transportation and tabulation techniques.

Troubleshooting: Quick to identify and resolve issues, particularly under the high-stress conditions of Election Day.

Hardware Repair & Maintenance: Proficient in chip replacement, surface mount soldering, capacitor removal, hardware repair, and software upgrades.



Search Engine Optimization Consultant

NDA

Jan 2004 - Jan 2009 (5 years 1 month)

Search Engine Optimization Consultant, NDA (Non-Disclosure Agreement), Brisbane Australia (2004 - 2009)

Responsibilities:

SEO Pioneer: Spearheaded SEO strategies during the early "wild west" days of Google search, focusing primarily on gambling, casino, and adult websites.

Black Hat Techniques: Mastered black hat SEO techniques to achieve instant page ranking, including doorway pages, cloaking, and redirects.

Domain Strategy: Integrated dropped and expired domains to quickly increase domain authority.

Technical Training: Received hands-on training in SEO under seasoned e-commerce professionals.

Impact:

Revenue Growth: Contributed to achieving monthly revenues of over \$50,000 for multiple websites.

Rapid Ranking: Achieved nearly instantaneous webpage ranking in a pre-algorithm change era, significantly impacting client visibility.

Technical Mastery: Developed a foundational understanding of how search engines operated, laying the groundwork for my future in SEO.

Skills:

Technical SEO: Established a strong base in technical SEO, including meta data optimization and strategic use of domains.

OffPage SEO: Became proficient in off-page SEO, specializing in link building techniques.

Quick Adaptability: Demonstrated the ability to quickly adapt to the rapidly changing landscape of early SEO.

Skills

Search Engine Optimization (SEO) • SEO Copywriting • E-commerce SEO • SEO Audits • Off-Page SEO • On-Page SEO • Operational Planning • Business Process Improvement • Business Process Automation • Content Development