



Tess Werling

Freelance SEO in London (Startups)

London, UK

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Links

[LinkedIn](#)

Languages

English (Native)

Swedish (Native)

About

SEO freelancer with 10 years of digital marketing experience, 6 of those years in SEO - driven to make start-ups show up in Google searches.

Expertise in international eCommerce within the health, travel, hospitality, auto, IT, finance, real estate and pharma industry.

SEO, CRO, SEM, UX with a business development background and master's degree in service/UX design.

Experience in working with creative and art institutions. I lead the SEO strategy for the Huxley Parlour gallery, increasing the online visibility of their ongoing exhibition with UK culture icons like Martin Parr. One of my current clients is London Walks, cultural walks led by academic experts around the best historical, art and design institutions of London. I have also worked on the e-commerce sites of fashion giants Jimmy Choo and Alexa Chung.

BRANDS WORKED WITH

- MGX.Digital
- Octopus Electric Vehicles
- SYZGY London
- The Future Factory
- The River Group
- Velocity Partners
- VERB Brands

Experience



● Search Engine Optimization Specialist

The River Group | Oct 2021 - Jun 2022

- Search strategy for clients including Superdrug, Holland & Barrett and Co-op
- Full website content audit based on organic performance
- Liaise with Account Directors on new pitches and 2022 content strategies
- Client facing planning sessions to meet revenue targets and how to grow their customer base by using SEO

● Owner

| Sep 2019 - Now

Big and small SEO projects to get startups ranking in Google for new customers and funding.

SEO for Startups logo

OwnerOwner

SEO for Startups · Self-employedSEO for Startups · Self-employed

May 2019 - Present · 3 yrs 5 mosMay 2019 - Present · 3 yrs 5 mos

London, England Metropolitan AreaLondon, England Metropolitan Area

Big and small SEO projects to get startups ranking in Google.

Clients:

'Buzz Power' (Aug 2022) - Sports Nutrition <https://buzz-power.co.uk/>

• Tech audit and content strategy after launch of new product page

'Web Hands' (Jun 2022) - Digital agency

• Full site audit and content optimisation/strategy for travel site client

• Blog content planning for B2B research agency's UK and US brand

'Bad Orange PR' (May 2022) - PR Agency <https://www.badorange.co/>

• Content strategy, site architecture and keyword focus for new website

'My Room' (Oct 2021) - interiors

• Website planning responding to current trends in child room interior

'Pregnant Then Screwed' (November 2020) - charity <https://pregnant-thenscrewed.com/>

• Content analysis and optimisation to increase online visibility

'Simkin Design' (July 2020) - graphic design <https://simkin.studio/>

• Keywords research to optimise content for increased business web traffic

'Encyclopaedia' (Mar 2020) - direct marketing agency

- Keyword research to build a strong brand language to be found in search engines
- 'Blueberry Digital' (May 2019) - digital agency
- Keyword research for content optimisation targeting trends in the Swedish market



● Senior Digital Seo Account Manager

VERB Brands | Oct 2018 - Oct 2021

Managing 6 clients, including LloydsPharmacy's eCommerce site, and a team of 3.

- Planned, tested and oversaw 2 successful platform migrations
- Weekly reporting on organic performance
- Full technical, onsite and offsite SEO strategy to meet clients revenue goals
- Keyword research and content optimisation for UK, IE, ES and PT markets
- Leading the content creation for maximum SEO visibility

Achievements:

- Clicks and impressions improved by 300% (average ranking from 19.7 to 13.9) YoY (LloydsPharmacy)
- Organic revenue (from search engines) saw an increase of +16% YoY (LloydsPharmacy)
- After being the manager on the LloydsPharmacy Online Doctor account, our work was proving to be so successful that we also won LloydsPharmacy main account by default (previously managed in-house)
- Upsold SEO services to 3 other clients
- Received internal 'Limelight award' for dealing with challenging clients

Technical responsibilities:

- Crawl errors, sitemaps, robots.txt
 - Off-page SEO – competitor analysis, journalist outreach, guest content, blogger/influencer outreach, broken link building, non-link acquisition
 - Local SEO – GMB, schema updates, international SEO, citation building
- see less



● Senior Digital Account Executive

SYZGY London | Sep 2016 - Oct 2018

- Managing the UK, DK, NO and SE markets website content and keyword targeting for Avis Car Rental
- Outreach to bloggers on content creation and link building
- Technical crawls to maintain website health
- Several domain migrations in different languages
- GMB - managing the content on the 9000+ rental locations in different languages
- Website architecture and internal linking
- Keywords research to update content AND provide keywords to the paid team in different languages
- Weekly international calls with clients on performance

Achievements:

Our SEO work proved so valuable that it was the only external agency that was not cut after a marketing reshuffle of the client's agencies.

see less



● Account Manager (Global Creative Agency/corporate Comms Agency)

The Future Factory | Nov 2014 - Oct 2016

- Project Manager of the Design Team
 - Expert on trends within brand marketing
 - Consult clients (creative agencies) on their marketing strategy / needs / challenges
 - Campaign Planning
 - Direct marketing
 - Arrange pitches for specialist PR/Digital agencies
 - Research into suitable brands and audiences
- see less



● **SEO Manager**

Octopus Electric Vehicles | Jun 2022 - Nov 2022

Lead and build the Digital Content and SEO strategy
Build the digital product offering together with the Product and Development team
Brief written content to freelance writers
Monitoring organic growth and sharing performance updates with wide group of stakeholders



● **SEO Manager**

MGX.Digital | Nov 2022 - Now

Managing the digital presence of 3 independent London-based brands in health, hospitality, and design.

- Technical website audits, including wireframe and UX layout reviews
- Content analysis and content refurbishes
- Long-term digital strategy planning



● **SEO Manager**

Velocity Partners | Nov 2022 - Feb 2023

Finding opportunities in search for a number of EMEA & US based B2B clients.

- Search strategy and planning
- Extensive competitor analysis and trend reporting
- Technical website and content audits

Education & Training

2016 - 2016

● **The Shaw Academy**

Diploma in Web Design, Web Design

2016 - 2016

● **The Shaw Academy**

Diploma in Social Media Marketing and Online Reputation Management course, Social Media and ORM

2007 - 2012

● **The Glasgow School of Art**

Master of European Design, Industrial and Product Design