

## Caroline Constable / Blue Hat Media Ltd

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## TECHNICAL SEO CONSULTANT

Technical SEO specialist with 10 years SEO agency and inhouse experience including working at Laterooms, Envirofone and Phones4u. 16 years overall experience in all aspects of digital marketing in competitive B2C verticals including travel, telecoms, equestrian and property. Available for one-off and longer-term contracts.

### Key specialisms

*In-depth technical SEO audits and reviews*

*Existing website migration SEO*

*New-build website SEO*

Holistic and bespoke approach supporting overall business goals

## TESTIMONIALS

*"I've worked with a number of SEO professionals in the last few years and Caroline is one of the best. She has an in-depth knowledge of SEO along with much broader web experience that includes technical knowledge, user experience and social media."* - Dave Halsey, CTO at MoneySupermarket.com (formerly CTO at Envirofone)

*"Choosing to work with Caroline to improve our SEO performance was definitely one of the best decisions I've made since I started the business. Her knowledge and experience in the field is truly impressive."* - Di Walker, Founder of Lily Luna Jewellery Boutique

## EXPERIENCE & RESULTS

### September 2013 – Present: Technical SEO Consultant and MD at Blue Hat Media Ltd

Helping businesses achieve growth in revenue from organic search traffic by identifying and implementing technical SEO improvements

Trusted, outsourced SEO service provider to a number of marketing agencies

### March 2012 - February 2013: SEO Manager at Envirofone

Responsible for all on and off page SEO strategy for Envirofone UK, NL, IE and SE

Significant increases in organic rankings (from position average 2.8 to 1.3 for 100+ KWs), traffic and transactions achieved, resulting in a direct impact on bottom line

### April 2011 - March 2012: SEO Lead at Phones 4U

Instrumental role in setting up the first in-house SEO team at Phones 4u

Net contribution of organic search up 98% YoY up from £1.6 million to £3 million (2011 v 2010)

### Nov 2009 - March 2011: SEO at Laterooms

Managed a £250k p.a. content syndication campaign for all four sites within the Laterooms Group

Exceeded personal KPI of increasing organic traffic to Hotels-London for the year 2009 – 2010 by 50% (15% v 10%)

Further experience and testimonials can be viewed on [LinkedIn](http://uk.linkedin.com/in/carolineconstable)