

# Wesley Atkins

69 The Sphere, 1 Hallsville Road, London, E16 1BE  
Email: wes@wesleyatkins.com • Phone: 0207 473 0672 • Mobile: 07525 454460

## (Online Marketing & SEO Professional)

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### Personal Profile

- Performance-driven, entrepreneurial online marketing professional with 8+ years of continuous advancement and expertise in SEO and international online sales and marketing.
  - Creative, enthusiastic, works on own initiative, first-class analytical and problem solving skills, highly passionate marketer dedicated to maintaining high quality standards and achieving superior results.
  - Directly responsible for countless top Google positions in some of the most competitive markets online like Weight Loss, Software, Flights and Sport.
  - Authored several SEO related digital books and courses, and generated almost £1/4 million in direct online sales, affiliate and advertising revenue in his own Internet Marketing consulting company; LeadsClick.
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### Areas of Expertise

#### Search Engine Optimisation (SEO)

- Keyword Research & ROI Testing
- Onpage SEO Incl. Pagerank Sculpting
- Advanced Site Architecture / Internal Linking
- Content Optimisation / Theme Relevance
- Adv. Link Acquisition, PR, Blogging, Baiting

#### Conversion Rate Optimization (CRO)

- A/B Split Testing / Multivariate
- Usability / Landing Page Design

#### Pay Per Click Advertising (PPC)

- Adwords / Content Network
- Yahoo Search Marketing
- MSNAdCenter
- Media Buying

#### Social Media Marketing

#### Email Marketing

#### Affiliate Management / Marketing

#### Direct Response Marketing / Copywriting

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### Professional Experience

#### Head Of SEO, Media Corporation PLC ([www.mediacorpplc.com](http://www.mediacorpplc.com))

03/07 – Present

*Founded in March 2000 and listed on the London Stock Exchange, Media Corporation plc is one of the UK's leading companies in internet media, focused on website publishing and online advertising.*

- Providing total online marketing & SEO of company owned websites, including:  
[www.sport.co.uk](http://www.sport.co.uk) – [www.gambling.com](http://www.gambling.com) – [www.onthebox.com](http://www.onthebox.com) – [www.flightcomparison.co.uk](http://www.flightcomparison.co.uk)
- Team management of 1 developer, 2 link builders and 4 content writers ensuring alignment of SEO best practices.
- Extensive ongoing keyword research & content optimisation to increase traffic volumes.
- Ongoing on page optimisation including headlines & description to improve rankings & CTR from organic results.
- Advanced natural backlink acquisition through PR, content syndication, blogging, link baiting & social media.
- Conversion rate & landing page optimisation to increase usability, newsletter signups and advertising revenue.
- Secured many top Google positions for lucrative terms including a top 3 position for Sport which drives almost 250k organic visitors per month from Google, outranked only by the BBC & Skysports.
- Strategized and managed 4 successful website redesigns to ensure SEO remained un-affected with 301 redirects.
- Enhanced rankings with an advanced silo site architecture, improving internal linking and theme relevance with SE's.
- Accumulation of 186,852 natural backlinks in 24 months from syndication and social media for a new domain.
- Wordpress blog implementation & optimisation for latest film reviews improving traffic and user interaction.
- Increase user reach and interaction with Social Media accounts incl. automatic syndication with ping.fm.
- Syndication of news stories to various online properties including successful inclusion into Google news.

#### Internet Entrepreneur, LeadsClick (Own Company) ([www.wesleyatkins.com](http://www.wesleyatkins.com))

02/03 – 03/07

*Although my own company is still operational, I no longer play an active day to day role in managing it's operation.*

*LeadsClick offers SEO consulting, owns a portfolio of affiliate driven websites and sells a suite of SEO educational products that are sold and delivered online.*

- Setup and maintained a number of websites that generated NET revenues of \$135,515.95 in Google AdSense. (proof provided on request) These revenues were generated solely from American Search Engine visitors using SEO.
- Created and ran a direct response sales website selling a Weight Loss product that generated NET revenues of \$53,848.66. (proof provided on request)
- Implementation of multivariate testing scripts to improve conversions, currently converting at 1 customer in every 55 American visitors, selling a \$29,95 weight loss product with an upsell after they purchase.
- Setup an affiliate driven website that continues to make NET revenues of \$78,232 per year (proof provided on request) all from organic SEO.
- Management & motivation of 127 affiliates that I train to sell my weight loss products for a 50% commission.
- Email marketing to a list of 11,249 americans who are seeking to lose weight accounting for 21% of the revenue.
- Authored 3 books and 1 video course on SEO that is sold as a digital downloadable product.

## **Support Analyst, TotalFinaElf UK LTD ([www.total.co.uk](http://www.total.co.uk))**

**11/00 – 02/05**

*TOTAL UK offers a number of fuel products and services, including service stations, TOTALCARD, home heating fuel, and various commercial fuel solutions.*

- Providing IT Helpdesk Support to around 2000 Employees of TotalFinaElf.
- IT support for Windows 95, NT, 2000, Outlook and Exchange, Office 97, RAS and Dial up user support, SAP, SAS, Silverstream, Citrix and AS400.
- Use of PC Duo to remotely connect to users PC, in an attempt to resolve the issue before passing to Senior Support level.
- Creation and Implementation of the "IT Helpdesk Intranet" which resulted in a 23% reduction in helpdesk calls.

## **Configuration Engineer, Basilica Computing ([www.btengageit.com](http://www.btengageit.com))**

**02/98 – 11/00**

*BT Engage IT (Formerly Basilica Computing) offer a truly integrated suite of services to assist in the advice, design, deployment and support of IT requirements to meet clients' business needs.*

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## **Technical Skills Summary**

- CSS / HTML / Dreamweaver
- Majestic SEO / Arelis / SEO SpyGlass / SEO Elite / IBP
- Hitwise / Google Ad Planner
- GoTo Meeting
- Wordpress / Joomla / Drupal
- Google Analytics / Insights / Trends
- Keyword Spy / SpyFu
- Mindjet Mindmanager

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## **Education**

Bushey Hall School, Bushey

1989 - 1994

GCSE – Information Technology, Maths, English

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## **Additional Training & Qualifications**

Search Engine Optimization Certification - [www.expertrating.com](http://www.expertrating.com)

Feb 2007

World Internet Marketing Summit, London.

May 18-21 - 2005

Jay Abraham International Marketing Mastermind, London.

June 6-8 – 2003

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## **References**

Available upon request.