

MICHAEL HIGGINS

Full Stack Technical Marketing | SEO Expert | CRO UX Specialist | Digital Strategy

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EXPERIENCE

Freelance Digital Consultant (2024 - Current)

Helping a number of clients work through issues like SEO strategy and technical optimisation, Wordpress set-up, analytics configuration and creating API-based automation workflows.

The biggest project I have worked on so far, was for a cultural mapping project and involved me creating a NodeJS/Express app in Google Cloud that integrated data APIs, a web search enabled LLM (Perplexity) and Apify into a research workflow, with a second LLM being used to format data before being entered into the store.

Lead SEO Analyst at PropertyXYZ (2019 - 2024)

I played a central role in building a 28 million page website with unique pages for every UK residential property. I planned the site structure, optimised content, applied structured data and handled sitemaps, crawl budget, JavaScript rendering and page speed issues. I also created the analytics layer and managed the digital PR strategy and link building efforts.

SEO AND WEB MANAGER (2015 - 2024)

I was in charge of full web site management including design, content production, funnel design, CRO (AB testing), marketing and process automations, email and DNS, tracking and analytics.

I worked to growth targets and managed teams of writers, developers and designers. As part of our strategy was forming strategic partnerships for collaborative content, product promotion and links, I also played a key role in managing these relationships.

I was key to growing this business from being a personal blog to becoming the UK's highest trafficked website for buy-to-let landlords. At one point around 4% of UK investment properties were being sold through our mailing list.

Content output was key to this role and I personally wrote 100s of articles, including research pieces on every city and major town in the UK.

CORE SKILLS

SEO

Expert in all elements of SEO

- Grew a resource website to become the highest trafficked UK website in its niche
- Full-stack technical optimisation (site speed, Core Vitals, crawling, SchemaOrg, JavaScript rendering)
- Experienced in generative and programmatic SEO - led a 28 million page website project

SUMMARY

Results-driven marketing and web operations manager with 10+ years experience accelerating digital growth. Expert in technical SEO, content strategy, SEO optimised copywriting and conversion optimisation with hands-on expertise in web and web app development and design, analytics architecture and automation workflows. Proven track record of leading high-performing teams in implementing data- driven strategies that increase organic traffic, engagement and ROI.

KEY ACHIEVEMENTS

Grew a real-estate investment advice website to be the UK's highest ranking website in its niche, responsible for 4% of investment property sales in England.

Lead SEO, creating a 28 million+ page website detailing data on every residential property in the UK.

Reduced labour time on a large project by 92% by developing a NodeJS web app to automate online research tasks.

Created an AI agent in Python to patch errors in Github repos. Passed SWE-bench tests at 53%.

TECHNICAL

TOOLS

Ahrefs / SEMRush / Screaming Frog / InLinks, MOZ / Zapier / VS Code / Make / n8n

PLATFORMS

Wordpress / Laravel / Wix / Squarespace / Shopify / Kajabi / GitHub / Google Cloud / Netlify / Active Campaign / Lovable / BaseAI / RidgesAI / Apify / Google Ad Manager / Meta for Business

LANGUAGES

HTML / CSS / SchemaOrg Structured Data / JavaScript (Node/Express) / Typescript / Apps

- Content pipelines combining LLMs, data sources, and workflow management systems
- Up-to-date on AEO and GEO optimization for LLM chat bots
- Entity SEO supported by structured data frameworks (SchemaOrg JSON)

ANALYTICS

10+ years experience with web analytics

- Cross-platform data integration and custom dashboards (Looker)
- Advanced GA4 + Tag Manager (custom dataLayer recipes)
- Apps Script and Colab for analytics ecosystem integration
- Semantic Analytics using SchemaOrg in DataLayer
- Experienced with user tracking and constructing touch point reporting in a funnel
- Comfortable combining CRM data with web analytics

AUTOMATIONS

Experienced automation builder

- Achieved 92% labour reduction for a client by making a custom NodeJS application that integrated AI and GEO API data sources into their research spreadsheets
- Built a commercial AI agent for analysing Github repos and suggesting patches that passed SWE benchmarking tests at 53%
- Experienced with building online courses, integrating payment processors with analytics, with user subscriptions and email automations
- 8+ years building bespoke API integrated workflows with tools like Zapier, Make and more recently n8n
- Experience in building automated content pipelines using RSS, LLMs, SM APIs and scrapers

FRONT END

Comprehensive front-end development and design

- HTML/CSS expertise with 10+ years experience
- 10+ years professional experience with WordPress
- JavaScript and TypeScript literacy
- Data visualisation and dashboards
- Sales copy, articles, and press releases. 100s of SEO/digital PR optimised articles
- 25+ years Photoshop experience/graphic design including experience in print

Script / Bash / YAML / PHP (Wordpress and Laravel / some Python and some Ruby

ANALYTICS

GA4, Matomo / Search Console / Tag Manager (incl. GTM Recipes) / Colab / Looker / Clarity

PROJECT

Jira / Monday / Slack / Google Workspace / Discord

DESIGN

Adobe Creative Suite / Canva / Figma / Bolt / HTML5 Canvas / ChartJS / ThreeJS

EDUCATION

HND Music and New Media Management

City college manchester
1999 - 2001

GCSE and A-LEVELS

Cheadle hulme school
9 GCSEs (4 A grades and 5 B grades)
4 A-Levels (3 A grades and 5 B grades)

REFERENCES

Available on request

MORE ABOUT ME

- Native English speaker.
- Hobbies include digital design and animation, music production and creative writing.
- Once accused by a national newspaper of causing a typhoon in Japan.