

BRADLEY LEESE

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OBJECTIVE

Organic Traffic Expert, Catalyst, Team Leader. 18+ year SEO Professional in the trenches with Fortune 100, 500 companies, Inc. 5000 and start-ups committed to taming out of control organic traffic, cultivating brand awareness and supporting a community of faithful devotees.

Industry Focus:

- Real Estate
- Business Services
- e-Commerce & Retail
- Automotive
- Healthcare
- Media Companies

EXPERIENCE

Founder, Search & Strategy June 2010 – Present
Search & Strategy, Thousand Oaks, California
Marketing services include organic research projects to multi-year ongoing consulting. Projects begin with short-term a keyword and competitive research and, or technical audits. Ongoing projects include on-site optimization including WordPress, Drupal or Joomla websites. These projects allow me to help companies increase traffic and revenue while providing opportunities to expand my technical knowledge and proficiency.

Services Focus:

- WordPress, Joomla, Drupal Web Development
- Technical Site Audits
- Link Audits & Link Pruning (Disavows)
- Mobile-First Audits
- Site Speed Optimization
- Silo Optimization
- Content Marketing
- Social Media Optimization
- Google AdWords Campaigns

Senior Consultant, Bruce Clay March 2017 – April 2018
Bruce Clay, Inc., Simi Valley, California
March 2017 I returned to Bruce Clay, Inc. to rejoin old friends to help create a new vision for the brand. I reprised my role as SEO technical expert and helped produce processes which lead to new methodologies for the company. SEO strategies focus on Google's Mobile-first update. Leading mobile websites load in 3 seconds or less on a 3G connection. On-site optimization centers around best practices for mobile site architecture.

Expertise

Search Engine Optimization
Search Hierarchy Architect
Silo Optimization
Onsite Process Development
Strategic Leadership
Training Curriculum
SEO Clinic Workshop
Link Profile Analysis (disavow)

Specialties

Site Strategy
Site Architecture
Google Search Console
Comprehensive Site Analysis
Competitor Research
Keyword Research (Organic)
SEO Process Design
Community Building
Content Building
Video SEO
Local Search (Google Places)
Blog Strategies
Web Analytics - Omniture, Google Analytics, WebTrends

Technical Skills

AJAX
CSS
HTML/XHTML
Excel Expert
JavaScript
Python
PHP
XML/XSL
MySQL
AIX/Linux/UNIX
Apache/Tomcat
WebSphere Suite
IIS

Certifications

Google Analytics Certified
Search Metrics Certified

Search's toughest challenge is Google's RankBrain and the impact of machine learning. Consistent SEO strategy, scope and project planning achieve maximum traffic and conversions for my clients.

- Technical SEO Expert
- Mobile-First Strategist
- RankBrain Expert
- Senior Account Manager

Sr. Account Manager, The Search Agency Jul 2015 – Jan 2017

The Search Agency, Inc., Glendale, California

Team leader manages in-house architecture, content and promotion teams. Sr. Account manager and client and vendor collaboration lead the customer through multi-year SEO and SEM cross-channel strategies. Goal identification, metric baseline, competitive analysis and recurring bi-weekly reports, monthly reviews and quarterly business reports. Project management, through team meetings and task assignment and tracking from recurring site audits, client analytics, Google Webmaster data and onsite and offsite content tools.

- Team Leader
- Project Manager
- IT/Dev Team Partner
- SEO Strategist
- SEO Trainer
- Thought Leader

Senior SEO Manager, Wpromote.com Jun 2014 – Jul 2015

Wpromote, Inc., El Segundo, California

Senior SEO Manager at Wpromote, Bradley is responsible for creating processes for organic traffic optimization, leading SEO project plans, and spearheading large client projects. Bradley has deconstructed keyword ranking pressure points and led hundreds of household brands to increase their organic web traffic exponentially. He attributes his success to the blood, sweat, and tears that he put into studying Google's numerous algorithm updates.

- Onsite Team Process Development
- Organic Traffic Strategic Leadership
- Training Curriculum and Training Program
- SEO Clinic Workshop & Bootcamp

Senior Consultant, BruceClay.com Jan 2014 – Jun 2014

Bruce Clay, Inc., Simi Valley, California

Senior Consultant in charge of writing novella size strategic documentation, creating processes for organic traffic optimization, leading analyst project plans and spearheading great project leadership.

- Site Audit Process Methodology
- Organic Traffic Strategic Leadership
- Revamp Analysts Training Curriculum and Training Program
- Research and Development, Team Leader
- Analyst Support and Stealth Problem Solving

BrightEdge Certified Professional
Certified Bruce Clay
SEOToolSet® Analyst
SEOToolSet® Advanced Certification
AMA Situational Leadership
CSET – Primary Education

Publications

Contributor, SEO for Dummies
Author, Search Engine Journal
Author, Wilson Web
Author, Bruce Clay Blog
Contributor, SEM Synergy

Search Conferences

SES New York
SES San Francisco
SES Chicago
SMX SAN JOSE

SEO Tools

Screaming Frog
SEMRush
Spyfu
Majestic
aHrefs

CMS Expertise

WordPress
Drupal
Joomla
Magento
Blogger
Shopify

Web Optimization Expertise

Mobile-First
Responsive
Site Speed Optimization

Machine Learning

RankBrain Expert
Google Tensor Flow

Senior SEO Analyst, BruceClay.com

Jul 2003 – Jan 2014

Bruce Clay, Inc., Simi Valley, California

Senior Architect in charge of enterprise media, publishing and e-commerce.

- Sr. SEO Analyst on CNN, CNN Money, Reader's Digest, Edmunds, Caesar's Palace, StumbleUpon, BBC, Martha Stewart, eHarmony and Cengage Learning
- Developed Comprehensive Site Audit
- Developed New Analysts Training Curriculum and Training Program
- Research and Development, Team Leader
- Advanced Simplified Sales Process for diagnosing a site's weaknesses in 15 minutes

EDUCATION

Teaching, Masters of Education

2002 – 2003

Mount Saint Mary's University, Los Angeles, California

Studies focused on elementary education with an emphasis on information technology. My developing thesis was focused on bringing new media and e-learning into the classroom. Degree not completed.

Fine Art, B.A.

1994 – 1998

California Lutheran University, Thousand Oaks, California

Studies focused on new media and computer graphic design with a core focus on traditional painting, sculpture, and illustration.

PROJECT ACCOMPLISHMENTS

Senior Consultant, Bruce Clay

March 2017 – April 2018

Bruce Clay, Inc., Simi Valley, California**Slick Innovations** (SlickText.com)

- **Secure Site Migration** (2017) Collaboration with Slick Innovation's president, content strategist, and the web development team to migrate the site from non-secure (HTTP://) to secure (HTTPS://.)
- **Regain 1st Position:** (2018) Identification of keyword phrase user intent via competitive research and persona research analysis. The action plan to recoup ranking loss included mobile site performance, content quality recommendations, and schema optimization.

Guns (Guns.com)

- **Site Architecture, Design and Site Migration** (2017 - 2018) *Guns.com* is on track to become a leading new and used gun seller while growing their sportsman and hunting community focus. Comprehensive keyword, rankings and competitor research identifying market leaders in the for sale gun marketplace. In-depth analysis and feedback from developer and design team wireframes and mockups. Site architecture, content analysis and developer recommendations for the custom CMS structure. Code review and in-depth revisions recommendations.

PrinterOn, Inc. (printeron.com)

- **Team Leader, Account Manager** (2017 - 2018)
PrinterOn.com is a cloud printing software solution for enterprise, hospitals, and colleges. Close collaboration with the Senior Director Sales & Marketing, Marketing Manager, and Website Developers. Lead architecture, content and promotions teams to deliver in-depth documentation, assign and manage tasks, and create decks for on-site presentations on the latest industry developments including mobile-first and smartphone usability testing. Set up and present onsite SEO training to marketing and communications teams.
- **IT/Dev Partnership:** Bi-weekly site audits, and testing server reviews with IT/Dev teams to improve search engine indexation and improve organic traffic growth. Recurring reports using Keyword Rankings, Google Analytics, Google Search Console, and Majestic.
- **Record Traffic:** Since starting in June 2017, the site has seen 2x increase in organic.

HomeElectrical (Homeelectrical.com)

- **Team Lead, Account Manager** (2017 - 2018)
Homeelectrical.com is a B2B electrical supply, LED lighting and HVAC online store. Work collaboration with the CEO, Content Manager, and Lead Developers. Lead architecture, content and promotions teams to deliver in-depth documentation, assign and manage tasks, and create decks for on-site presentations on the latest industry developments including mobile-first and smartphone usability testing. Set up and present onsite SEO training to marketing and communications teams.
- **IT/Dev Partnership:** Bi-weekly site audits, and testing server reviews with IT/Dev teams to improve search engine indexation and improve organic traffic growth. Recurring reports using Keyword Rankings, Google Analytics, Google Search Console, and Majestic.
- **Record Traffic:** Since starting in August 2017, the site has seen 6x increase in organic traffic and cross-channel collaboration assist in overall channel growth.

Men's Warehouse (menswarehouse.com)

- **Site Architecture Optimization** (2017) Full global navigation overhaul including top navigation, bottom navigation, and internal linking elements. The project started with extensive keyword and comprehensive rankings reporting. The goal of the project is to increase Google organic rankings and traffic.

Sr. Manager, Earned Media, The Search Agency 2015 – 2017 **The Search Agency, Inc.**, Glendale, California

Move, Realtor.com

- **Team Leader, Account Manager** (2015 - 2017)
Realtor.com the second largest real estate site with 15.8 million organic monthly visitors manages 200MM pages. Work in close collaboration with the VP of Marketing and SEO Director. Lead architecture, content and promotions teams to deliver in-depth documentation, assign and manage tasks, and create decks for on-

site presentations on the latest industry developments including mobile-first and smartphone usability testing. Set up and present onsite SEO training to marketing and communications teams.

IT/Dev Partnership: Bi-weekly site audits, and testing server reviews with IT/Dev teams to improve search engine indexation and improve organic traffic growth. Recurring reports using Omniture, Google Search Console, Search Metrics and BrightEdge.

Record Traffic: Since starting in July 2015, the site has seen 2x increase in organic traffic and cross-channel collaboration assist in overall channel growth.

Dun & Bradstreet, dnb.com, hoovers.com & avention.com

- **Team Leader, Account Manager** (2016 - 2017)
Dun & Bradstreet runs multiple websites and brands that empower customers access to business credit and perform business research. Daily interaction with Senior Director of Marketing to address continuous communication with IT and development teams and onsite and offsite content teams.

IT/Dev Partnership: Rigorous attention detail require constant Google update analysis and collaboration with the IT and development team allowed consistent implementation and chaos prevention.

Frigidaire & Electrolux, Frigidaire.com & Electrolux.com

- **Team Leader, Account Manager** (2015 - 2016)
Frigidaire (500MM organic monthly visitors) and *Electrolux*, home and garden multi-country and language websites. Agency team leader for in-house earned media agency architecture, on-site and off-site content and promotion teams. Manage continuous site audits, navigation, internal linking, onsite optimization reviews including yearly full site migrations. Work closely with the CMO, VP of marketing and SEO director as part of a cross-channel collaboration with our SEM and Display teams including collaboration with company vendors.

IT/Dev Partnership: Daily interaction with SEO Director to keep apprised task progress and completion and testing server review with IT and development teams to improve site performance and improve organic traffic growth.

Senior SEO Manager, Wpromote.com
Wpromote, Inc., El Segundo, California

2014 – 2015

Toyota, buyatoyota.com

- **Site Strategy and Restructure** (2014 - 2015) Work in close cooperation with Toyota's Interactive Marketing executive team, content production and the web development team to overhaul the information architecture of their national and regional dealership campaigns.
- **Local Dealership Directory:** Ongoing build-out of the national and regional dealership guide.

Q-See, Q-see.com

- **Site Migration** (2014 - 2015) Team leader is managing onsite search engine optimization including keyword mapping, information architecture, template optimization and content strategy on the brand new Magento Enterprise CMS.

Senior SEO Analyst, BruceClay.com
Bruce Clay, Inc., Simi Valley, California

2003 - 2014

Weather Channel, weather.com

- **Site Strategy and Restructure** (2013 - 2014) Work in close collaboration with Weather's executive team, content production, and the web development team to overhaul the information architecture of their breaking weather news and Google news delivery.
- **Record Traffic:** Since starting in late October 2013, the site has seen 2x in organic traffic and continues to see a sharp incline in overall positive growth.

Coldwell Banker, 16 domains

- **Site Architecture from ground up** (2012 - 2014) Work exclusively with NRT executives, production staff, the web development team, and rebranding group to overhaul all 16 domains into a revolutionary approach to support their agents and serve the end consumer delivering the best real estate listings and community information on the web.
- **Record Traffic:** The project is in the development and will launch in fall/winter 2014.

Century21, century21.com

- **National and International Strategy** (2013 - 2014) Work in close cooperation with the executive development team to overhaul domestic and international sites and deliver in-depth content, image, and video asset optimization for 17 international locations. We in the early stages of rebuilding their internal silo structures and overall revamped property categorization.
- **Record Traffic:** Since starting March 2013, the site has seen 2x in organic traffic and continues to see a sharp incline in overall positive growth.

Reader's Digest, rd.com

- **Site Strategy and Restructure** (2011 - 2012) Worked closely with Reader's Digest production staff and the web development team to overhaul the site to bring it up to web compliance and categorization hierarchy for their core health, cooking, and relationship lifestyle focused audience.
- **Record Traffic:** February 2012 Highest Organic Search Traffic Ever

Edmunds, Inc, Edmunds.com, Insideline.com

- (2005 - 2012) Worked for hands-on with CEO, Director of SEO, and Project Managers on multiple site overhauls, including site architecture implementation, site strategy, template optimization and maximum search engine standard compliance for the Edmunds.com site and supporting properties in conference calls,

regular on-site meetings, mentoring, guiding and presenting detailed strategic recommendations.

- **Record Traffic:** Organic Increased Traffic to the site by 600%.
- **Company Growth:** The company increased, many times based on organic traffic growth.

Caesar's Palace, CaesarsPalace.com

- (2011) Created an in-depth competitor site strategy of the link popularity and social media implementation. I presented my findings to Caesar team leaders.

Cengage Learning, Inc., encyclopedia.com,

- **Site Strategy and Site Overhaul:** (July 2009) Established taxonomy for the best Search Engine friendly traffic boost. After finishing encyclopedia.com, I went on to create several additional site implementation for Cengage Learning, Inc.

Turner Broadcasting, CNN.com, Money.CNN.com, NASCAR.com

- **CNN Breaking News Strategy:** (2008 - 2011), SEO engineered solution for boosting breaking news stories through Google blended search and Google News. The process identified CMS site structural and template implementation, resolved through intricate code annotation and mock-up outlining. The CNN solution was implemented in written documentation gear and multi-layer teams and on-site presentations. My roadmap documentation was tailored to address a range of Turner site directors, production development teams, and editorial managers.
- **Record Traffic:** Organic Increased Traffic to the site by 400% (5MM - 20MM)
- **9 to 10 PageRank:** Increased PageRank through a process of silo implementation and content syndication reduction.

ADDITIONAL PROJECTS

Experian, StumbleUpon, BBC, Subaru, Oversee, Martha Stewart Living Omnimedia, Inc., eHarmony, Dominion Enterprises, NETGEAR, Carnegie Mellon, iStockphoto LP, C.R. England, inc., DaVita, Inc., Verint® Systems Inc., Zinio, LLC.