

LEIGH D. STARK

SEO SPECIALIST / TECHNOLOGIST

PROFILE

Name

Leigh D. Stark

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Website

www.leighlo.com

SOCIAL

 facebook.com/leighlo
 @leighlo.bsky.social
 linkedin.com/in/leighlo
 instagram.com/leasedark

PROJECTS

 pickr.com.au
 simplsaver.com
 standfirst.xyz

PROFESSIONAL STATEMENT

Search doesn't have to be complicated, but for so many businesses and organisations, it is.

Every problem in search has an answer, and every answer can be found with a test. I'm fortunate enough to have my own projects to run my own tests, so businesses always get the benefits of my over 10 years SEO history and extracurricular activities.

As an SEO specialist, I endeavour to cover all aspects of search. Not just content, but also technical, UX, CSS, and code. Being a holistic SEO is vital to achieving success, and I can help deliver doing just that.

EXPERIENCE

- 2024 - Present **Pounce Agency**
SEO Manager
Performs SEO audits and develop SEO strategies to improve the health of businesses across B2B, ecommerce, and more.
- 2018 - 2023 **RateCity**
SEO Manager (Previously Content & SEO Manager)
Management of SEO & Content team including content SEO, technical SEO, and SEO training. Architected AI SEO approaches.
- 2016 - 2018 **McCorkell & Associates**
Senior Content Manager
Producer and manager of content and SEO for B2B clients and services, including Telstra, IBM, AIG, National Dental Care, and more.
- 2009 - 2016 **GadgetGuy / Gadget Group**
Online Editor & Content Producer
Reviewer, journalist, SEO, and more for GadgetGu & Gadget Group. Responsible for traffic increase strategies on minimal resources.
- 2007 - Present **Freelance SEO**
As a freelance SEO specialist, my work has covered industries including entertainment, medical, fertility, and insurance.

PUBLICATIONS

- October 2024 **Search Engine Land**
An article covering how websites can recover from the Google Helpful Content Update penalty.

EDUCATION

- 2000 - 2004 **Bachelor of Fine Arts**
National Art School

SKILLS & EXPERTISE

Adobe (anything)	Google Analytics	Content SEO	HTML/CSS
Figma	Search Console	Technical SEO	Xcode
Final Cut Pro	Looker Studio	Offsite SEO	Swift/SwiftUI
Logic Pro	SEMRush	UX/UI SEO	AI Coding

REFERENCES

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