

LEIGH D. STARK

SEO SPECIALIST / TECHNOLOGIST

PROFILE

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Website

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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 GadgetGuy & 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

Liz Seatter
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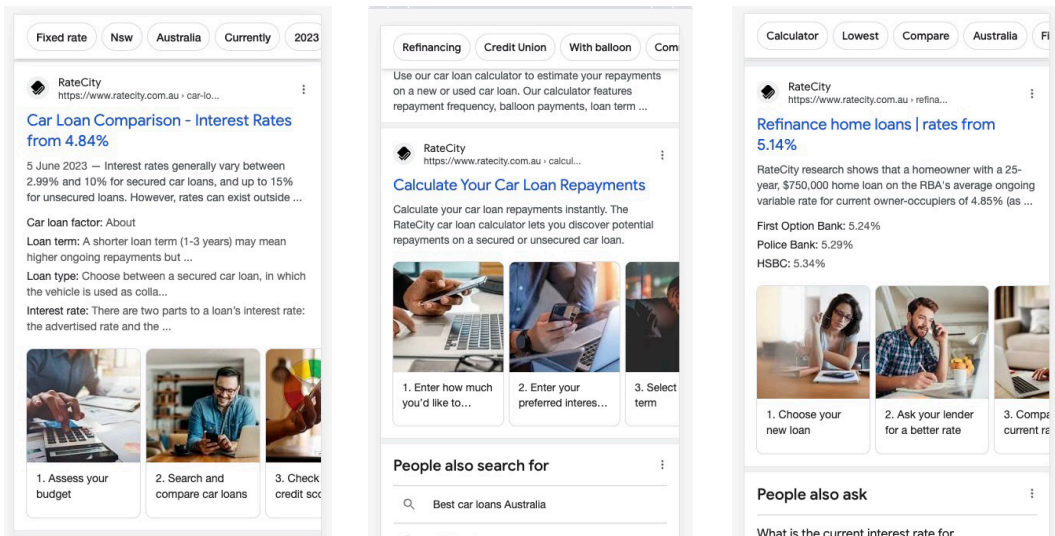
SEO SPECIALIST / TECHNOLOGIST

PROOF OF SEARCH EXPERTISE

Structured Data

RateCity

An experimental concept designed to showcase the writing and table of contents for pages in a way that took advantage of the "HowTo" structured data and managed to take over the whole viewport of a search.



Technical SEO

RateCity

Over the course of seven years, the SEO at RateCity saw enormous changes spearheaded by a multifaceted technical SEO approach. The sitemap and page indexation was cut back from over 90K pages to under 5K, speed and performance was shifted as a priority, structured data was improved significantly, page slugs for products were shifted to better control page crawls, specialised dashboards for tracking were created in Looker Studio, and more.

Armed with a small SEO and content team, RateCity's minimal headcount managed top 5 positions in aggressively competitive spaces for personal finance, including Home Loans, Car Loans, Personal Loans, and Superannuation.

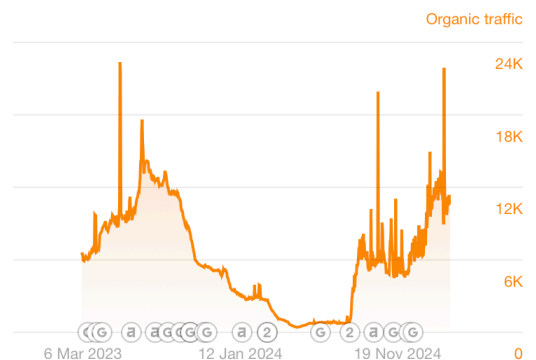
Technical & Content SEO

Pickr

Hit by the Helpful Content Update in September 2023, I was able to aggressively test solutions to determine what Google's HCU was working from to demote content, and successfully engineer a return.

A grand total of 33 things were tried in order to gain an HCU recovery. Using these methods, I am fairly sure I've worked out what the HCU was designed to do, and how to recover from it.

An article about this was published on SearchEngineLand.



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PROOF OF SEARCH EXPERTISE (Continued)

Technical SEO & Accessibility

Pickr

Using a combination of AI-assisted programming and an AI voice model, Pickr now includes AI article reading in the author's voice, improving the UX and accessibility, and boosting SEO in the process.

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SEO Poisoning & Technical SEO

James Chase

Improving the site ranking and position of a Sydney-based buyers agent whose website had been hacked with via XSS. The result was an extra 30K pages added to their index and crawl, demolishing ranking and crawl budget.

Using a combination of redirects, site security, and technical SEO expertise, while also improving the page structure and adding proof of EEAT principles, James Chase's crawl budget and ranking improved over the space of 3 to 6 months.

Content SEO, Technical SEO, & Structured Data

Tomorrow Morning

An experimental project designed to let me flex my reviewing muscles on another type of product (alcohol) while also testing whether backlinks are as critical as some search marketers believe.

With a DR of 2 and virtually no backlinks, TomorrowMorning.com.au is able to gain top five ranks against domains with higher scores and more backlinks, including large brands such as Dan Murphy's and BWS.

Using a combination of content, EEAT principles, and custom structured data, TomorrowMorning essentially works as a review house with minimal updates and yet also major ranking considerations.

