

Terry O'Connor

Fractional SEO Strategist & Consultant · Site Architecture & Lead-Gen Specialist

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UK/MX (Remote) ·  Languages: English (native), Spanish (working)

Professional Summary

Fractional SEO strategist with 15+ years' experience providing audits, roadmaps, and growth programmes for agencies, SMEs, and product teams.

I specialise in **high-level SEO direction** — from migrations and architecture to content frameworks and lead-generation strategy — enabling internal teams to execute with clarity and confidence.

Since 2015, I've operated under my consultancy brand Tocátodo, supporting agencies as a retained partner while also building frameworks and tools that streamline audits and accelerate client acquisition.

My approach blends technical depth with a focus on **strategy, management, and measurable business outcomes**.

Core Capabilities

- **SEO Strategy & Leadership:** audits, roadmaps, forecasting, stakeholder buy-in, retained consulting
 - **Technical Oversight:** migrations, crawl/indexation, Core Web Vitals, structured data, risk management
 - **Content Frameworks:** topical maps, briefs, semantic optimisation, internal linking strategies
 - **Analytics & CRO Guidance:** GA/GSC, Looker Studio dashboards, conversion-focused recommendations
 - **Collaboration & Management:** sprint planning, freelancer oversight, stakeholder comms, reporting clarity
 - **Product & Tools Expertise:** React/TypeScript builds, LLM workflows, custom agency tools (for faster audits and pitches)
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Selected Outcomes

- **Agency Growth:** Delivered audits and frameworks that scaled SMEs and agencies into high-performing SEO functions, driving long-term visibility and lead generation.
 - **Content Strategy Success:** Designed systems achieving 50k+ monthly sessions and algorithm-resilient rankings, qualifying sites for Mediavine monetisation.
 - **Efficiency & Scale:** Developed 8 proprietary SEO tools (SERP simulator, GMB audit, CRO checker, AI content review, etc.) reducing pre-sales and audit turnaround from days to hours.
 - **NGO Impact:** Directed SEO and migration strategy for international non-profits, achieving +230% page view growth, 90%+ CWV pass rates, and stronger keyword coverage.
 - **Marketplace Validation:** Recognised as a Top-Rated Pro Seller (1,000+ 5★ reviews) for providing strategic visibility and conversion frameworks to freelancers and small teams.
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Experience

Tocátodo — Fractional SEO Consultant & Strategic Partner

Remote (UK/MX) · 2015 – Present

- Provided retained SEO leadership for agencies and SMEs, delivering **audits, roadmaps, and strategy frameworks** that guided in-house teams and freelancers.
- Directed **site architecture, migrations, and content frameworks**, protecting visibility during transformations and enabling long-term growth.
- Partnered with product and development teams to **align SEO priorities with wider business goals**.
- Designed and shipped 8 proprietary SEO tools (React/TypeScript + LLMs) that reduced audit and pre-sales turnaround times from days to hours.
- Built and scaled independent content properties to 50k+ monthly sessions, demonstrating algorithm resilience and monetisation potential.

Creative Director — Coaching Platform (Start-up)

London (remote) · Apr 2020 – Mar 2023

- Co-founded and led brand, UX, and **digital strategy**, supporting the platform's early-stage growth.
- Designed and implemented the online presence, then managed the transition of the platform to new ownership.
- Oversaw freelance contributions, ensuring consistency across design, content, and technical delivery.

Independent Content Publisher / SEO Executive

Mexico (remote) · 2015 – 2020

- Designed and executed content strategies in competitive niches (e.g. astrology, dreams), achieving **sustainable page-1 Google rankings**.
- Scaled sites to 50k+ monthly sessions and monetised via Mediavine and affiliate networks.
- Provided a proving ground for advanced SEO frameworks later applied in client contexts.

NGO/Non-Profit SEO Consultant

Colombia/Nicaragua (remote) · 2016

- Directed SEO and migration strategy for international non-profits (FEM, Inanitah, Kale Marketing).
- Achieved **+230% page view growth, 90%+ Core Web Vitals pass rates**, and stronger keyword coverage across core missions.

Freelance Web Designer

UK/Mexico · 2015 – 2016

- Supported small businesses with websites optimised for SEO and conversions.
- Helped teams establish an online presence while building transferable technical and client management skills.

CMS plc — Web Project Manager (E-commerce & Microsites)

Farnborough · Sep 2009 – Jan 2015

- Managed company e-commerce store and microsite portfolio, delivering **SEO-led site improvements** that lifted rankings (avg pos. 8→5).
- Liaised with digital agencies, translating technical requirements into actionable delivery.
- Contributed to a **20% uplift in online sales** through SEO oversight and improved category performance.

Earlier Roles (2007–2009)

- Website Copy Ltd — Web Content Editor (BT Business)
 - Mistera Ltd — Contract Web Designer
 - Sceneric — Content Editor (CMS migration)
 - Is4Profit — Web Content Specialist
 - IQPC — Web Content Editor
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Certifications & Education

- **Master Certified Web Designer** — UK IT Training Ltd (2005–2006)
- **HND Design Crafts** — Carmarthenshire College of Tech & Art
- **BTEC National Diploma in Art & Design** — BCoT

Ongoing Professional Development

- Continuous self-education in modern SEO, analytics, and AI/LLM workflows
- Advanced proficiency in enterprise SEO toolset: Ahrefs, SEMrush, Screaming Frog, Sitebulb, SurferSEO, Clearscope, GA4, GSC, Looker Studio