Javier Santos Moreno

SEO CONSULTANT · STRATEGY · TECHNICAL SEO · GROWTH · ECOMMERCE · LOCAL

SEO strategist specialising in organic visibility and growth without paid ads, across ecommerce, local and technical SEO.

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Spanish (native) · English (B1)

PROFESSIONAL PROFILE

I'm an SEO consultant and strategist, and I've been helping online stores and digital projects grow organically **since 2017**, without depending on paid advertising. I like bringing together strategy, technical execution and work with the teams (development, content and design) so that SEO turns into real business results: more visibility, more leads and more sales.

I work with method: first I understand the business, then I prioritise what genuinely has impact and execute it, always measuring results with analytics and KPIs. I've led strategy, technical SEO, migrations, local SEO and ecommerce projects in competitive sectors, and I'm at my best when I can combine strategic vision with technical execution and a business focus. I also work on GEO (AI SEO), so brands get cited in answers from ChatGPT, Perplexity or Gemini and in Google's AI Overviews.

KEY MILESTONES AND RESULTS

- **Consumer ecommerce.** €50,000+ in organic revenue in 3 months following a full SEO strategy, from architecture through to ranking key products and categories.
- **Online plant nursery with a local focus.** +700% organic growth in under 6 months, with a higher average order value and orders from the organic channel topping €6,000.
- **Home sector ecommerce.** Broke into Google Discover with 87,000+ visits in a single day, built on optimised content and a well-tuned technical foundation.
- **Healthcare.** Outranked major directories such as Doctoralia and Top Doctors on strategic local searches, capturing qualified traffic from the first week.
- **SEO migrations.** Directed and executed full migrations (architecture, internal linking, redirects and QA), with pre- and post-migration work that improved organic traffic, ranked key categories and increased revenue.

PROFESSIONAL EXPERIENCE

SEO Consultant

Feb 2026 – Sep 2026

iSocialWeb Marketing · Full time · Remote (Seville)

Advanced technical consultancy and execution of SEO strategies on high-volume projects.

- In-depth technical SEO audits (performance, structure, crawling).
- Action plans for technical, semantic and key content optimisation.
- Strategies for sustained organic growth, KPI measurement and reporting.
- Implementing bespoke solutions and validating roadmaps with clients.

SEO Account Manager

Sep 2023 – Feb 2026

Comodoro Marketing · Full time · Remote (Seville)

End-to-end management of SEO projects, combining strategic definition with technical execution and team coordination.

- Leading SEO strategy for accounts of medium and high complexity.
- Coordinating with internal specialists (development, content, design) and reviewing deliverables.
- Task prioritisation, roadmap management and objective-based planning.
- KPI tracking, performance analysis and executive reporting.

SEO Consultant / Project Director

Dec 2022 – present

CrececonSEO Agency · Self-employed · Remote (Seville)

Strategic and technical direction of SEO projects in competitive environments, with team management and a business perspective.

- Defining and directing bespoke organic strategies by client type.
- Supervising audits, site structures and scaling plans.
- Coordinating technical and content specialists (standards, quality, execution).
- Collaborating with external agencies on strategic projects.

SEO Specialist

Apr 2024 – Dec 2024

iSocialWeb Marketing · Full time · Remote (Seville)

Advanced technical consultancy and execution of SEO strategies on high-volume projects.

- In-depth technical SEO audits (performance, structure, crawling).
- Action plans for technical, semantic and key content optimisation.
- Strategies for sustained organic growth, KPI measurement and reporting.
- Implementing bespoke solutions and validating roadmaps with clients.

Head of SEO

Jun 2022 – Nov 2022

Clínicas Doctor Life · Full time · Remote (Madrid)

Directing and executing a full SEO migration, focused on technical architecture and preserving authority.

- Planning and executing the migration to a new structure.
- Redefining architecture, internal linking and content clusters.
- Technical supervision of redirects and authority preservation.
- Post-migration analysis and adjustments based on real performance.

SEO Manager

Dec 2020 – Jun 2022

Inficon Global · Full time · Seville

End-to-end management of SEO strategy for a corporate site focused on qualified acquisition in industrial and professional services.

- Advanced technical audits and services-oriented site architecture design.
- Coordination with development: performance, bug fixing and technical improvements.
- Local optimisation: listings with structured information (NAP, opening hours, categories).
- Review management and strategic responses for local reputation.
- Contextual link prospecting and management of collaborations and sponsored placements.

SEO Specialist

Apr 2020 – Dec 2020

CV-Asesores · Part time · Seville

Executing SEO strategies for acquisition and organic rankings.

- Planning and building service and location pages.
- Structural, semantic and performance optimisation.
- Local optimisation (NAP, opening hours, categories) and review management.
- Link building targeted at specific search intents.

SEO Specialist

Sep 2019 – Mar 2020

Misiva · Part time · Seville

Technical and structural development of service-oriented pages, focused on architecture and semantics.

- Designing and deploying structures optimised for local searches.
- On-page SEO guidelines (content, heading hierarchy, strategic linking).
- Layout and technical adaptation to improve crawling and indexability.
- Disavowing toxic links and prospecting contextual links.

SEO Consultant

Jan 2016 – Sep 2019

Freelance · Seville and surrounding area

SEO consultancy applied to projects with specific visibility and performance needs.

- SEO audits and tailored action plans.
- Designing content structures aligned with search intent.
- Reviewing on-page SEO configuration and architecture improvements.
- Rank monitoring and consolidation of key pages.

Digital Marketing Professional

Mar 2017 – Jul 2017

Multiplicalia · Seville and surrounding area

Contributing to projects focused on site structure and content, applying SEO principles.

- Writing and adapting content for stores and blogs.
- Metadata and heading hierarchy following SEO criteria.
- Support in organising menu architecture and navigation.
- Categorisation and tagging oriented towards rankings.

SKILLS AND COMPETENCIES

Technical SEO
Crawling and indexing, architecture, internal linking, Core Web Vitals / WPO, rendering, log files and migrations.

On-page & semantic SEO
Keyword research, search intent, topic clusters, E-E-A-T and content structure.

Local SEO
Google Business Profile, NAP, categories, reviews and local reputation.

Off-page SEO
Backlink profile analysis, disavowal, prospecting, editorial link building and media/sponsored placements.

GEO / AI SEO
Optimisation for generative engines: ChatGPT, Perplexity, Gemini and Google's AI Overviews.

Analytics and data
GA4, Google Search Console, Looker Studio, KPI definition and executive reporting.

Tools
Ahrefs, Semrush, Sistrix, Screaming Frog, Search Console and Google Analytics 4.

Management and strategy
Prioritisation, roadmap, team coordination (dev, content, design) and business perspective.

Automation and coding
HTML, CSS, JavaScript and Python; automating SEO tasks and processes, supported by AI.

EDUCATION

Webpositer Academy — SEO Specialist · 2020–2021

Business School · Seville Chamber of Commerce — Expert in Social Media and Digital Marketing · 2018–2019

IAB Spain — Specialisation in Digital Marketing · 2017

Higher Technician in Marketing and Advertising — Higher vocational training · 2015–2017

LICENCES AND CERTIFICATIONS

- **Google Skillshop:** Google Tag Manager and Google Analytics (Advanced and Beginner).
- **Semrush Academy:** Technical SEO, On Page SEO, Local SEO, Link Building and Competitive Analysis.
- **EF:** Certificate of Achievement (English).