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 Director

Jan 2026 – present

SoyJavierSantos · Self-employed · Remote (Seville)

Senior SEO consultant working with marketing agencies and businesses to roll out organic visibility strategies, from strategic definition through to leading their execution.

- Defining SEO strategies aligned with business goals and profitability.
- Leading and communicating with internal and external teams (development, content, design) to implement the strategy.
- Working with marketing agencies as SEO lead on their projects, with a technical specialisation.
- Project diagnosis and prioritisation of the highest-impact actions.
- Client liaison: roadmaps, objectives, KPI tracking and results presentations.
- Adapting strategies to the new AI search landscape (AI Overviews, LLMs).
- SEO mentoring for professionals and teams.

Head of SEO

Dec 2022 – present

CrececonSEO Agency · Self-employed · Remote (Seville)

SEO agency specialising in organic search projects, with its own methodology adapted to each type of client.

- Designing SEO workflows by project type: ecommerce, service websites and local businesses.
- Technical and content SEO audits, with planning and implementation of corrective actions.
- Local SEO strategies and Google Business Profile optimisation.
- Optimising site architecture, internal linking and content structures.
- Rank tracking, performance analysis and client reporting.

SEO Specialist

Feb 2026 – Sep 2026

iSocialWeb Marketing · Full time · Remote (Seville)

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

- In-depth technical SEO audits focused on performance, structure and crawl strategy.
- Building and executing action plans for technical, semantic and key content optimisation.
- Designing strategies for sustained organic growth, with KPI measurement and ongoing reporting.
- Implementing tailored solutions by sector and type of website.
- Presenting progress reports, setting objectives 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 campaign planning.
- Tracking key KPIs, performance analysis and executive reporting.

SEO Specialist

Apr 2024 – Dec 2024

iSocialWeb Marketing · Full time · Remote (Seville)

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

- In-depth technical SEO audits focused on performance, structure and crawl strategy.
- Building and executing action plans for technical, semantic and key content optimisation.
- Designing strategies for sustained organic growth, with KPI measurement and ongoing reporting.
- Implementing tailored solutions by sector and type of website.
- Presenting progress reports, setting objectives and validating roadmaps with clients.

SEO Consultant

Jun 2022 – Nov 2022

Clínicas Doctor Life · Full time · Remote (Madrid)

Directing and executing a full SEO migration, with particular attention to technical architecture and preserving authority.

- Planning and executing the migration of the entire site to a new structure.
- Redefining architecture, internal linking and content clusters.
- Supervising the technical process and redirects to preserve authority.
- Post-migration analysis and SEO strategy adjustments based on real performance.

SEO Manager

Dec 2020 – Jun 2022

Inficon Global · Full time · Seville

End-to-end management of the SEO strategy for the corporate website, focused on attracting qualified traffic for industrial and professional services.

- Advanced technical audit and site architecture design oriented to services and client types.
- Implementing ranking strategies for key business categories.
- Coordinating with development on technical fixes, performance optimisation and SEO error control.
- Ongoing monitoring and analysis of SEO metrics to inform strategic decisions.
- Optimising business listings with complete, structured information (NAP, opening hours, categories).
- Review management and strategic responses to improve local reputation.
- Identifying and disavowing toxic links using analysis tools.
- Prospecting contextual link opportunities in sector media and blogs.
- Managing sponsored posts and collaborations with specialised digital media.
- Presenting progress reports, setting objectives and validating the roadmap.

SEO Specialist

Apr 2020 – Dec 2020

CV-Asesores · Part time · Seville

Executing SEO strategies for a range of digital acquisition and organic ranking projects.

- Planning and building new service and location pages using technical SEO criteria.
- Optimising websites from a structural, semantic and performance standpoint.
- Building pages in the CMS with custom source-code changes.
- Optimising business listings with complete, structured information (NAP, opening hours, categories).
- Review management and strategic responses to improve local reputation.
- Designing link building strategies targeted at specific search intents.
- Presenting progress reports, setting objectives and validating roadmaps with clients.

SEO Specialist

Sep 2019 – Mar 2020

Misiva · Part time · Seville

Responsible for the technical and structural development of service-oriented pages, with a strong focus on architecture and SEO semantics.

- Designing and deploying page structures optimised to capture local and specific searches.
- Implementing on-page SEO guidelines for content, internal hierarchy and strategic linking.
- Layout and technical adaptation to improve crawling and indexability.
- Improving user experience with a focus on accessibility and structure.
- Identifying and disavowing toxic links using analysis tools.
- Prospecting contextual link opportunities in sector media and blogs.

SEO Consultant

Jan 2016 – Sep 2019

Freelance · Seville and surrounding area

SEO consultancy for online projects with specific visibility and organic performance needs, combining strategy and hands-on execution.

- Analysing the SEO health of different websites and building tailored action plans.
- Designing content structures aligned with search intent.
- Reviewing on-page SEO configuration and proposing architecture improvements.
- Monitoring ranking trends and consolidating key pages.

Digital Marketing Professional

Mar 2017 – Jul 2017

Multiplicalia · Seville and surrounding area

Contributing to digital projects focused on improving site structure and content, applying SEO principles to boost organic visibility and the performance of strategic pages.

- Writing and adapting strategic content for online stores and blogs.
- Applying SEO criteria to metadata and heading hierarchy.
- Helping organise menu architecture and navigation.
- Supporting categorisation and tagging from a ranking-oriented perspective.

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

Asdrubal Academy
Master's in Technical SEO · Technical SEO Specialist · 2026–2027

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).