

# **Barry Adams**

**SEO Consultant at Polemic Digital**

Belfast, , GB

Founder at Polemic Digital, Co-Chief Editor at State of Digital

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## **Description**

Seasoned digital marketing professional specialising in SEO and digital strategy development.

Founder of Polemic Digital, an award-winning specialised SEO consultancy serving clients worldwide. Co-Chief Editor at StateofDigital.com, the award-winning European digital marketing blog.

Conference speaker, lecturer, and blogger on SEO & Digital Marketing.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Internet, Media - Online, Social Media

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## **Topics**

SEO, Digital Marketing, Google Adwords, Digital Marketing Strategy, Ecommerce, Digital Strategy and Online Marketing, News & Digital Media

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## **Affiliations**

Digital Marketing Institute, University of Ulster, Irish Internet Association, British Mensa, Digital Exchange, State of Digital

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## **Sample Talks**

### **The Future of SEO**

The SEO industry has been in a permanent state of flux since it arose in the late 1990s. Yet the past few years have seen an unprecedented shift in how SEO is performed. With an increasingly clever Google algorithm and a trend towards closed systems such as apps and proprietary (social) platforms to which search engines do not have access, what's in store for the future of SEO? This talk will examine current trends and extrapolate to what future search engine optimisers will be engaged in.

### **Advanced on-site SEO for Ecommerce websites**

In this talk you will get an overview of a variety of advanced on-site SEO techniques that can improve an ecommerce website's performance in Google's search results. Tactics discussed include properly structured information architecture, implementation of semantic mark-up, ensuring proper indexing of product pages and minimising duplicate content issues, and use of multimedia. Additionally we'll look at auditing & analysis tools such as Google Webmaster Tools and Google Analytics.

### **Developing a Digital Marketing Strategy**

Too many businesses are online because they feel they have to, and lack a cohesive marketing strategy to underpin their digital activities. In this talk we'll outline a tried and tested four phase process to develop a strongly founded digital marketing strategy that will ensure a company's internet adventures deliver long term sustainable value.

### **Digital Marketing workshop**

This workshop, either a half-day session or a full day training, provides a high-level overview of the basics of digital marketing. Participants will be educated on the basic principles of digital strategy, SEO, PPC, Social Media, Email Marketing, and Web Analytics. This workshop is a great starting point for further learning about digital marketing, providing immediately useful insights and actionable tactics.

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## **Past Talks**

### **The Google-Shaped Web**

SAScon 2014

### **Google AdWords - Is It Worth It?**

Smart Business Show

### **Digital Marketing Strategy**

Smart Business Show

### **The Forgotten Rich Snippets**

SMX London 2014

### **Digital Marketing Strategy**

NICVA Tweet Up 2014

### **It's All About The User Experience**

Belfast Technology Conference 2014

### **The Dangers of Personalised Search**

Friends of Search

### **SEO: Beyond the Basics**

NITB Masterclass

## **Digital Trends**

The Dot Conf

## **The Dangers of Personalised Search**

SAScon 2013

## **Life After (Not Provided)**

SAScon 2013

## **Case Studies in Web Design & SEO**

Ulster Business Festival

## **Google+: What Is It Good For?**

Bizcamp Belfast

## **SEO: Past, Present & Future**

Monaghan Ecommerce Network

## **The Future of Search & SEO**

Digital Exchange

## **Use the Internet to Grow Your Business**

NI Solicitors' CPD Seminar

## **The Power of Social Media**

Destination Belfast (tourist industry)

## **Case study in advanced on-site SEO**

Digital Media Communication post-graduate certificate

## **Case study in web design & multi-channel digital marketing**

Digital Media Communication post-graduate certificate

## **Google Detox through Email Marketing**

SAScon 2012

## **SEO for Ecommerce**

Think Visibility 7

## **SEO for Ecommerce**

SAScon mini-conference

## **Introduction to SEO**

Digital Marketing Institute bootcamp

## **Introduction to PPC**

Digital Marketing Institute bootcamp

## **SEO for Google News**

Manchester SEO mini-conference

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## **Education**

### **Nyenrode Business University**

Masterclass Internet Marketing Strategy

### **Quirk eMarketing**

Certificate Quirk Certified eMarketer

### **Queen's University Belfast**

Certificate Management Studies

### **Microsoft Certified Systems Engineer**

Certificate MCSE Windows NT4

### **Azlan**

Masterclass Internet Webmaster & Lotus System Administrator

### **Fontys Hogescholen**

Bachelor Business & Information Technology

### **Anton van Duinkerken College**

HAVO & VWO

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## **Accomplishments**

### **UK Search Awards Winner**

Winner of two UK Search Awards in 2016 including Best Small SEO Agency.

### **DANI Digital Industries Person of the Year**

In 2014 I was awarded Digital Industries Person of the Year at the DANI Awards.

### **Shortlisted for Best Blog Award**

My SEO blog at [barryadams.co.uk](http://barryadams.co.uk) was shortlisted for Best Blog at the 2013 UK Search Awards.

### **Double DANI Award winner**

The DANI Awards celebrate digital media in Northern Ireland. In 2012 we were shortlisted for four awards and won two: Best use of Social Media (Corporate) and Best B2C Campaign.

### **European SEO Personalities of 2012**

In December 2012 I was voted 5th in the "European SEO Personality of 2012" poll by Holistic Search.

### **Best European Blog winner**

The State of Search blog, where I'm part of the editorial team, was awarded the Best European Blog award at the inaugural European Search Awards.

### **Shortlisted for Best Agency Award**

In the inaugural 2012 European Search Awards we were shortlisted for the Best Agency award.

### **Top SEO Bloggers**

In November 2011 I was ranked 29th Top SEO Blogger in the world by Receptional.

### **Best Internet Marketing Posts of 2010**

My blog post for Search Engine People on 'SEO for Google News' was listed on the Best Internet Marketing Posts of 2010 on Techipedia.

### **Most Influential UK SEOs**

In October 2010 I was ranked the 18th Most Influential SEO in the UK in an online poll from Holistic Search.

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## **Testimonials**

### **Julieann Tsang**

Barry is an excellent lecturer! He's very methodical in his teachings which was great as it meant he took the time to go through all the aspects relevant to the group. This made learning more enjoyable and easier to understand.

### **Ade Lewis**

Barry Adams in particular put forward many thought provoking ideas and he delivered a very convincing presentation of why personalisation within search results is possibly a very bad thing rather than the usually accepted view that personalisation is good.

### **Carolyn Hughes**

This session was a real head-scratcher, as it really made me think. Barry Adams of Pierce Communications and editor of State of Search, had a fantastic rant about the evil forces of Google essentially putting blinkers on everyone.

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