

Dean Marsden

Digital Marketer at

, , GB

Experienced Digital Marketer specialising in SEO, PPC and converting website visitors.

Biography

I have extensive success in delivering converting PPC and SEO campaigns both for small local and large national/international organisations. I am well experienced in Conversion Rate Optimisation, Online Video, Social Media, Branding, Website Design and Development.

Fully qualified Google Partner (Search, Display, Shopping, Mobile and Video Advertising), qualified Google Analytics Individual, blog post author and well respected voice within the Digital Marketing industry. 2014 UK Search Awards shortlisted for 'Best use of Search in Finance'.

Specialties: On-Page SEO, Keyword Research and Targeting, Technical SEO, Site Speed, Website structure and indexation, Backlink Analysis, Google AdWords, Bing Ads, Facebook Ads, Search Campaigns, Display Campaigns, Remarketing Campaigns, Remarketing for Search Ads, Google Shopping Campaigns, Merchant Centre Feed.

Industry Expertise

Media - Online, Media - Broadcast, Media - Print, Media Production, Design

Areas of Expertise

Search Engine Optimisation, Pay Per Click, Digital Marketing, Conversion Optimisation, Search Engine Marketing, Email Marketing, Online Marketing, Google Adwords, Google Analytics, Google Search Console, Bing Ads, Bing Webmaster Tools, Facebook Ads, Digital Strategy, Website Design

Accomplishments

UK Search Awards 2014 Shortlisted

Shortlisted in the Best use of Search in Finance category for the 2014 UK Search Awards.

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