

Hasan Deniz

SEO & GEO Consultant

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SEO consultant with 15+ years of experience working with global brands including Shell, Unilever, Apple, Saga, L&G and others across multiple markets and languages. Specialising in technical SEO, content strategy & design, and complex multi-market delivery for both B2B and B2C audiences. Known for breaking down complex problems to first principles, finding the detail that changes the picture, and translating technical findings into clear, actionable language for non-technical teams. Building AI-powered SEO workflows and automations using LLM agents to compress manual processes, sharpen technical output, and protect organic traffic, search visibility, and domain authority.

Specialties

AI and Generative Search: GEO/AIO Strategy, AIO Optimisation, Schema Markup & Entity Optimisation, LLM-Powered SEO Workflows, Multi-Step Process Automation, Large-Scale Data Processing, AI-Assisted Content Production

SEO: Technical Audit, Core Web Vitals, Content Strategy & Design, Search Intent Modelling, CMS and Website Migration, Competitor Analysis, Keyword Research, On-Page Optimisation, International SEO, Link Building, Outreach, Digital Asset Strategy

Analytics and Tools: Google Search Console / Analytics / Tag Manager / Looker Studio, SEMrush, Ahrefs, Screaming Frog, Lumar, Python...

Industry Experience (B2B & B2C): SaaS, Financial Services, Insurance, Pharma, Automotive, Retail & E-commerce, Travel...

Professional Experience

SEO & AI Consultant

January 2023 - Present

*Contracted by: iCrossing, Kaizen, Wunderman, Performics, Kin+Carta, SYZGY and others
Delivering for brands including: Shell, Unilever, Saga, L&G, Apple, Superdry, Aviva, NatWest, Amex, PayPal, GSK, BA, Halfords, National, PMI, NIHR, Gates and others*

- Provided technical SEO expertise for domain and CMS migrations, multi-market rollouts, and AEO/GEO readiness assessments across B2B and B2C campaigns, protecting organic traffic and rankings throughout.
- Built content strategies from scratch for long and short buyer cycles across multiple markets and languages, mapping search intent to content reaching the right audience at each stage.
- Conducted technical audits, content analysis, keyword research, and CRO assessments, translating findings into prioritised action plans that improved lead generation and conversion rates for dev and content teams.
- Delivered competitor and technical audits for agency pitch decks, consistently surfacing angles that helped win new business.
- Built multi-step AI workflows to automate research, classification, and content production tasks, compressing processes that previously took days into hours.
- Processed large-scale crawl data, log files, and ranking datasets using precise & detailed AI evals to surface technical issues and content opportunities faster than conventional analysis.
- Implemented structured data and schema markup strategies to strengthen entity signals and improve visibility in AI-generated search results and featured snippets.

MindShare September 2021 - December 2022
Search Engine Optimisation Manager

- Partnered with content, dev, and UX teams to map search intent, reorganise topic clusters, and refresh copy for clients including L&G, Saga, Apple, Unilever, and TSB, improving click-through rates and on-site engagement.
- Conducted keyword research, competitor analysis, and search intent modelling to optimise existing content and identify new opportunities across UK and international markets.
- Introduced Looker Studio templates for audits, briefs, and reports, cutting prep time significantly and giving account teams live KPI dashboards.

Manning Gottlieb OMD November 2019 - November 2020
Search Engine Optimisation Manager

- Eliminated indexing bloat and improved crawl efficiency through integrated technical and content work, partnering with content, dev, and UX teams for clients including Aviva and sub-brands, FCA, Specsavers, and Virgin.
- Identified user journey bottlenecks and improved conversion paths through proactive technical recommendations, contributing to client contract extensions.
- Conducted technical audits to resolve crawlability and performance issues, translating findings into clear action items for dev teams.

PHD Media (Global) December 2017 - April 2019

Global SEO Manager - Volkswagen Aftersales September 2018 - April 2019

- Provided SEO strategy and technical execution for a global platform migration, coordinating hreflang implementation and multiple market rollouts while maintaining organic performance.
- Introduced scalable SEO models and workflows, enabling local teams to adopt best practices efficiently across markets.

SEO Manager - GSK (Global Pharma) December 2017 - September 2018

- Managed SEO strategy for several sub-brands and consumer health products across global B2B and B2C markets, supporting smooth CMS migrations.
- Built search intent models and user flow mapping to improve content creation and optimisation for pharma audiences across markets.

What House? December 2016 - January 2018
Search Engine Optimisation Team Lead

- Restructured SEO processes and workflows, increased organic traffic across sites.
- Hired, coached, and managed a four-person SEO team.

KD Web June 2015 - January 2017
Sr SEO Manager

- Developed and executed client SEO strategies, delivering keyword research, competitor analysis, performance reporting, and strategic guidance.

Education

Manchester College of Arts and Technologies - Business and Finance, BTEC

Voluntary

BIA (A Few Good Men) March 2015 - Present
Digital Marketing and SEO Advisor and Mentor

Mentoring entrepreneurs and early-stage founders on SEO strategy, digital marketing, AI adoption, and business growth for over 10 years as part of a dedicated pro-bono advisory group. Providing guidance on business models, monetisation, user acquisition, and growth strategy...