



Alex Bova
SEO Director

ROLE:
SEO Director

WHAT'S YOUR ROLE?

Coordinating and delivering SEO projects and campaigns, working on everything from technical site audits to content strategies.

My role also involves managing and planning SEO resources, as well as leading R&D and the implementation of new processes within the SEO department in order to improve efficiency and enhance our offering.



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WHAT CLIENTS DO YOU WORK ACROSS:

Sitting outside the core account teams means that I get to work across a variety of different clients, depending on requirements and needs.

Over the last few months, I've been involved in projects and campaigns for Panasonic, Ted Baker and DeversiFi.

WHAT ARE YOUR PLANS FOR THIS YEAR?

Migrations, migrations, migrations. With E-commerce continuously growing in prominence, a huge number of brands have focused on upgrading their websites over the past year; this trend is likely to continue and we're working with numerous clients to enhance everything from Info Architecture to UX in their upcoming site migrations.



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WHAT'S YOUR FAVOURITE PART OF YOUR JOB?

By far and away the best part of the job is trying to match an ever-changing algorithm; the world of SEO is constantly changing, and developing and deploying new strategies to gain that coveted #1 spot is both challenging and rewarding.

Being able to work on a myriad different projects also plays a central role; one day you could be carrying out a technical audit, the next formulating a content strategy and the one after putting together a pitch. Like they say, variety is the spice of life.