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Maximilian James Peters

Personal

- Nationality: British

Information

- Age: 41
- Current Residence: Thailand

About me

A highly experienced SEO professional with a successful track record of optimizing over 400+ websites. From small company brochure sites to multilingual e-commerce sites with 50 million + pages. With experience in emerging trends, evolving strategies, and creating scalable SEO solutions using big data.

Recent Personal Achievements

- Secured position 1 rankings for technical SEO consulting/consultant for my own website.
- Featured on Seroundtable, in theweeklyseo and gained 180+ retweets, 800+ likes for my guide on Screamingfrog: technicalseo.consulting/the-best-screaming-frog-settings-for-site-audits/
- Asked to be a judge at the APAC Search Awards 2023.

Work experience

Jan 2021 – Present **Hello Heath Group Bangkok, Thailand.**
Regional Head of SEO

Achievements with HHG

- Record number of users in 2022 at 34 million. 70% from organic channel.
- Approx 2700 organic daily clicks for Medical Booking platform 12 months after launch
- Approx 4000 organic daily clicks for Community platform 12 months after launch

Key Projects in 2021:

- Managed the migration from WordPress platform to a custom JavaScript Frontend coupled with WordPress CMS with no loss in SEO traffic. This was implemented across 10 domains, in 9 languages for over 30k pages.
- Improved the sites' E-A-T by restructuring and improving the author and medical expert's bio pages, company corporate pages and various editorial, advertising and legal policy pages.

Key Projects in 2022:

- Key stakeholder in the Launch of a new medical booking platform. Covering areas such as the creation of SEO Friendly site structure over a nonfriendly search-based navigation, ensuring JavaScript frontend can be rendered by Google, writing of detailed schema for Dr and Hospital profiles pages and general SEO best practices.
- Wikipedia and accompanying Wikidata pages created in relevant languages for Hello Health Group.

Key Responsibilities

- Responsible for the SEO Roadmap for Hello Health's websites covering areas such as On-Site & Technical SEO features, keyword research, content and offsite.
- Overseeing SEO campaigns for enterprise Pharmed clients such as Abbot, Bayer and Enfa.
- Leading, mentoring and empowering local SEOs teams to execute SEO at a country level.
- Cross-department training on SEO, keyword research, and content optimisation.
- Creation of new processes and templates for keyword research, technical SEO audits, Content analysis & optimisation, traffic investigations and backlink analysis.
- Conducting SEO A/B tests to understand how elements affect SEO and User Experience performance, such as AMP and different advertising formats.
- Working with Product teams as a key stakeholder in new Website and SEO Features.

- Working alongside the Head of Content to help define the content strategy, improvements to current processes & workflows and improve content quality and E-E-A-T.
- Working with Data teams to analyse performance, conduct investigations and create forecasts.

March 2020 – December 2021 Primal Bangkok, Thailand.
Group SEO Technical Director

Leading the SEO and Outreach teams across 3 countries, ensuring execution & delivery of quality work for some of the largest brands in Thailand, Vietnam and Malaysia.

R & D into innovative SEO practices, such as:

- Evolved Primal's SEO processes from keyword ranking based, to a converting traffic-based philosophy
- Created an updated SEO Audit process, checklist and report. Covering many more elements, including a prioritisation matrix
- Created new keyword research processes and templates based on user intent and keyword clustering, rather than simply search volume.
- Devised traffic estimation formulas to help clients understand where they will be in 3, 6 & 12 months after engaging with Primal

March 2019 – March 2020 Eatigo Co. Ltd. Bangkok, Thailand.
Head of SEO

Achievements with Eatigo:

182% increase YoY in traffic
 80% increase YoY in transactions
 93% increase YoY in Revenue

Key Project:

Turned around a 50% drop in traffic after an unsuccessful website re-platform to a JavaScript-based website (carried out before I joined the company). Achieved by (among other things) changing to Server-Side Rendering, implementing more cohesive internal linking so the site can be fully crawled and ensuring all content was once again visible to search engines.

- Planning and execution of Eatigo's SEO strategy & roadmap
- Continued ideation and implementation of onsite SEO features to further improve SEO performance
- Implementation of whitehat link-building strategies
- All reporting, creation of dashboards & analysis on SEO performance and KPIs
- Management of outsourced agency work
- Project Management for SEO and cross dept work with Stakeholders within different business vectors

Aug 2018 – February 2019 Lazada LTD Bangkok, Thailand.
Regional SEO Senior Manager

Achievements with Lazada:

Created the most visited e-commerce websites in SE Asia in 4 years. Similarweb stats below (as of Feb 2019):

Lazada.co.id 23rd most visited site in Indonesia, 925th globally. Lazada.com.my 8th in MY, 1,332 globally
 Lazada.com.ph 10th in PH, 1,269 globally. Lazada.sg 21st in SG, 5,994 globally
 Lazada.co.th 8th in TH, 696 globally. Lazada.vn 20th in VN, 1,095 globally

- Planning and execution of Lazada's SEO roadmap
- Project Management for SEO and cross dept work with Stakeholders within Lazada and Alibaba
- Working on projects to scale and automate SEO, such as a solution to auto-create pages based on search demand.
- Manage 6 multinational local SEO teams and regional analysts

Sep 2016 – Aug 2018 Lazada LTD Bangkok, Thailand.
Regional SEO Manager

Key Project:

Ensured minimal SEO disruption during Lazada re-platform, where every element of the website was migrated for 6 websites and over 200 million pages. This included ensuring all current SEO elements were migrated, as well as ensuring new website design and Javascript frameworks adhered to SEO standards. Migration of Front end of website and backend systems and SEO tools.

- Strategizing scalable link building, to gain 1000's of whitehat backlinks
- Creation of CMS tool to manage content writers and QC and upload process.
- Controlling Google's index & crawling of sites with 20 million + pages using 'smart index' formula.
- A/B testing proposed SEO changes to see what drives traffic increases
- Recruiting, training and empowering 6 local SEO teams with frequent in-country SEO workshops

Dec 2014 – Sep 2016 Lazada LTD Bangkok, Thailand.
Regional SEO Specialist

Highlights in the first year at Lazada:

250% increase YoY traffic
 35 % increase YoY Conversation Rate
 450% increase YoY Revenue

- Actively and frequently proposing new and improved search engine optimisation ideas
- Implementing strategies to ensure that a strong, diverse link portfolio is being developed
- Working with the development team, implementing and overseeing technical website recommendations
- Contributing SEO recommendations to site redesigns, product enhancements, and new site features
- Conducting site-wide and page-level audits to identify issues and ensure the site is properly constructed
- Continually improving the site structure, URL structure, page construction, content and keyword optimization
- Interpreting data and proposing solutions to improve websites' performance in organic search
- performing thorough, detailed website analysis, identifying current problems and opportunities, with a focus on crawlability, site architecture and site content

Feb 2014 – Dec 2014 Smart Traffic Ltd. Bangkok, Thailand.
Technical SEO Manager, APAC

Overseeing the SEO strategies for a portfolio of over 200 clients and being the SEO lead for 12 Campaign Managers and 4 support staff. Tasked with improving and restructuring the company's current SEO audit so it is more in-depth, covering over 200+ checks to ensure clients' websites and web presence are correctly optimised.

- Heading up R & D for new services and procedures, ensuring the company is using current SEO techniques

- Investigating problem campaigns to identify why they are not performing, via extensive onsite and offsite SEO Audits
- Installation and set-up for Google Analytics and Webmaster Tools for clients
- Monitoring and tracking the performance of SEO campaigns, including site traffic and backlinks
- Technical liaison between APAC Sales office and the main technical office in the Philippines.
- Quality control of SEO work from the main technical office, ensuring best practice is followed and to the standard set.
- Speaking to clients on the phone when a more technical voice is needed
- Problem-solving and being the main SEO voice in a more sales-orientated office environment.
- Implementing changes to client's site when needed
- Training Sales staff in the products and services the company provides

April 2013 – Feb 2014 Move Ahead Media Bangkok, Thailand.
Head of Onsite SEO

Responsible for all on-site SEO strategies at Move Ahead Media and their large portfolio of clients. Tasked with and completed improving the turnaround time for on-site audits from 1 month to 2 weeks.

- Actively researching, testing and proposing new approaches to improving search engine ranking.
- Responsible for the workflow through the onsite SEO department and managing a team of on-site technicians.
- Creating company guidelines and best practices for onsite SEO, Google +local and Social Media.
- Ensuring the web design side of the company is following SEO guidelines when creating websites.
- Monitoring and tracking the performance of SEO campaigns, including site traffic and backlinks
- Carry out extensive onsite SEO Audits for client's websites and creating reports to send to clients
- Implementing the proposed changes to clients' websites if they are unable to implement themselves.
- Resolving technical issues related to a client's website.

Oct 2011 – Feb 2013 Move Ahead Media Bangkok, Thailand.
Senior Onsite SEO Technician

Carrying out on-site SEO audits for a large spectrum of clients' websites. From 10-page brochure sites to 100000 + page multi-nation websites. Managing a team of SEO technicians ensuring work is delivered on time and to company guidelines.

- Carry out extensive onsite SEO Audits for client's websites and creating reports to send to clients
- Producing regular audits and writing up detailed monthly performance and progress reports for clients
- Implementing the proposed changes to clients' websites if they are unable to implement themselves.
- Selecting search phrases and choosing keywords and constant evaluation of keywords.
- Internal link building within sites.
- Resolving technical issues related to a client's website.
- Providing remote support, advice and tips to clients.
- Carrying out competitor research.
- Mentoring junior staff.

Core Skills

- SEO at Scale for very large websites, with 50 million + pages.
- In-depth experience with multilingual and multi-regional websites and the unique problems that can arise.
- Crawling, rendering, indexation and ranking control & troubleshooting. JavaScript websites a speciality.
- Keyword research using intent analysis, keyword clustering and advanced semantic relationships.
- Onsite Optimisation of websites, including but not limited to implementing unique title tags, meta descriptions, Schema Mark up, content optimisation including h1-h6 headers, internal navigation image file name and alt tag, sitemap.xml creation.
- Onsite troubleshooting of websites, including but not limited to checking canonical page issues, crawl issues (robots.txt, robots noindex etc), internal & external duplicate content problems, navigation issues (404 pages, orphaned pages etc), incorrect use of redirects, keyword stuffing.
- Analysis of content vs what is required by Google to be considered high quality.
- In-depth understanding of E-E-A-T and how to ensure sites hit all required touchpoints.
- Investigations into decreases or increases in organic traffic.
- Conducting workshops and training on SEO, from high level to more specific topics
- Project management both internally and externally
- Advanced knowledge of SEO tools such as Screaming Frog, AHREFs, and ContentKing.
- Competitive analysis on optimisation techniques applied, content creation, analysing backlinks and strategies used to gain traffic.
- Backlink analysis - Checking quality of backlinks, quality of pages the links are placed on and anchor text of links. Using such tools as AHREFs, Majestic SEO.
- Experience using website analytics software such as Google Analytics, Google Search Console, Datastudio, Qlik Sense.
- Advanced knowledge of WordPress and Magento CMS. Experience and knowledge of using most major CMSs.
- Basic knowledge of HTML, CSS, PHP and JS.

Education

1998 - 2000 Sutton Coldfield Art & Design College, England.

GNVQ in Art & Design

- Pass

1993 - 1998 King Edwards VI School, Lichfield, England.

GCSE

- 10 subjects, including Mathematics, English and Science

References

Available on request.