

Owen Griffiths

SEO Specialist

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Daniel Frost

Comparethemarket

Dear Daniel,

I am writing to apply for the SEO Specialist role at Comparethemarket. I have four years of experience in technical SEO, content strategy, and link building across ecommerce and SaaS clients, and I currently manage a portfolio of eight accounts with combined organic revenue of £14 million at Impression.

My strongest recent result was growing organic traffic for SPOKE menswear by 112% in 12 months. From 84,000 to 178,000 monthly sessions. Through a combination of technical fixes, a 35-guide content hub, and internal linking restructure. Organic revenue for that client grew from £1.1 million to £2.4 million annually. I also led a Core Web Vitals project for a travel client that brought LCP from 4.2 seconds to 1.8 seconds, contributing to a 23% increase in mobile organic sessions. Earlier in my career at Vertical Leap, I managed the SEO workstream for a 12,000-page university site migration, maintaining 94% of pre-migration traffic through careful redirect mapping. Comparethemarket's reliance on organic search across highly competitive financial product categories is exactly the type of challenge that interests me. I am comfortable on the technical side. Crawl budgets, schema, rendering, and equally strong on content strategy and reporting. I spoke at BrightonSEO in 2024 on Core Web Vitals for ecommerce and contribute regularly to Search Engine Journal.

Sincerely,

Owen Griffiths