

Phillip Whiteside Appointed As New Search Manager For Link Digital

Wednesday 26 March, 2014

Rapidly expanding Hertford-based digital agency Link Digital (<http://www.linkdigital.co.uk>) is thrilled to announce that Phillip Whiteside has been appointed as the company's new Search Manager.

A resident of Kimpton, Phillip brings 11 years of industry experience with him, having worked on both agency side and client contracts for companies such as Electralink, Centrica Telecommunications, the AA and Unilever.

Link Digital are delighted to welcome an individual who is incredibly passionate about keeping pace with new technologies and algorithm changes as well as being results focused - a trait that underlines the culture of the entire agency.

Link Digital had been advertising their Search Manager role for a couple of months and Phillip can look forward to both developing and implementing search strategies across a diverse range of clients while taking full ownership and responsibility over their success from beginning to end.

Phillip is highly proficient with all major techniques used to ensure successful campaign management and is experienced in using Google Analytics and Webmaster tools, Marin, DC Storm, SEO Moz and Majestic SEO.

Commenting, Phillip said "Having worked for many large agencies in the past, I am incredibly excited to be joining a smaller team who boast the same drive, energy and enthusiasm as me when it comes to optimising the search experience.

"I am looking forward to embracing new challenges while working for a company that is certainly going places."

Client services director and co-founder of Link Digital, Mark Smith said "Phillip has enjoyed a great grounding in the search field having honed his SEO, PPC, social media and affiliate skills in numerous highly reputable agencies.

"I am really looking forward to working with him and welcoming him to our ever-growing team."

About Link Digital

Link Digital is an independent, full service digital agency based in Hertford. They are passionate about helping their diverse client base achieve their goals through an integrated approach to web design, development and marketing.

As a small digital agency, their approach is about long-term successful partnerships. When they complete digital projects, the desired end result is that they are naturally considered a part of the clients' workforce.

Boasting specialists within the arena of website design, content creation and digital marketing, Link Digital are able to deliver single or all-encompassing services that make sense, work in practice and critically deliver results.

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