

ANNIE VEALE

Senior Digital Consultant — SEO, AEO, Web Architecture & AI Integration

UK-based | Freelance / Contract

annieveale.com | annie@annieveale.com | 07714 400650 | LinkedIn: Annie Veale

EXECUTIVE SUMMARY

Senior Digital Marketing Consultant and Full-Stack Web Specialist with **20+ years' marketing experience**. Established delivery of SEO, PPC, web architecture, and digital transformation across agency, in-house, and freelance environments. Known for bridging **board-level commercial strategy** with **deep technical implementation**, including modular website architecture, advanced technical audits, ERP integrations, and emerging **AEO / AI discoverability** frameworks. Trusted to stabilise, modernise, and scale complex digital estates under high pressure.

CORE SPECIALISMS

- Technical, Content and Structural SEO and Advanced Auditing
 - Answer Engine Optimisation (AEO) & AI Discoverability
 - Modular Website Architecture (WordPress & Headless)
 - Digital Project Management & Rescue Builds
 - ERP & CRM Integration (Odoo, Salesforce, Sage)
 - PPC, Analytics & Conversion Strategy
 - AI-assisted Content, Tooling & Prototyping
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PROPRIETARY FRAMEWORKS & METHODOLOGIES

(Named for reference; details available on request)

- **SEO Colour Wheel® Audit Framework** – Non-linear entity-based audit methodology
 - **AIIndex** - Schema and LLMs management platform and WP plugin
 - **build-links.CLUB** - prototype
 - **Operational Liability Mapping** – Identification of hidden technical debt
 - **Modular Website Architecture Model** – Component-based rebuild strategy for scalability and AI ingestion
 - **AI Readiness & LLM Grounding Audits** – Preparing sites as authoritative “sources of truth”
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SELECTED ROLES & OUTCOMES

Freelance — Senior Digital Consultant | UK & International | 2019–Present

- Led SEO, AEO, GA4 migrations, technical audits, and web rebuilds for SMEs and enterprise clients

- Delivered site rescues where legacy WordPress or ERP integrations had failed
- Achieved early AI citations and answer-engine visibility across multiple client verticals
- Acted as an embedded extension of internal teams, providing transparent reporting and 24/7 communication

Marketing & Creative Consultant (Contract/Freelance) | 2014–2019

- Managed full digital campaigns, website builds, branding, SEO, and content strategy
- Oversaw multi-disciplinary teams and external suppliers

Business Development Director — iQ Commerce Ltd | 2006–2014

- Led digital and print projects, branding, product reach, and multi-project coordination
- Operated at senior commercial and strategic level across client portfolios

Earlier Career (2001–2006)

- Employed agency and client-side roles managing PPC, reporting, sales, marketing, planning, buying and artwork also covering project management, CRM website development. Many of these roles alongside independent entrepreneurial activity
- Foundation in traditional advertising, media planning, and early digital adoption

TOOLING & TECH STACK

- **Web / Dev:** WordPress (Advanced), PHP, React, Shopify
- **Analytics:** GA4, GTM, Looker Studio
- **SEO:** Screaming Frog, Ahrefs, SEMrush
- **ERP / CRM:** Odoo API, Salesforce, Sage
- **AI & AEO:** Advanced Schema, LLM grounding, AI-assisted content workflows

PROFESSIONAL PROFILE

Highly dependable under pressure, commercially aware, and technically rigorous. Known for clarity, transparency, and delivering **tangible outcomes** rather than theoretical outputs. Experienced working across Finance, Ecommerce, SaaS, Engineering, Technical, and Professional Services sectors. Also lifestyle sectors to include property, homes and gardens, organic and speciality foods extending to hospitality and tourism.

CONTACT

annie@annieveale.com

07714 400650

<https://annieveale.com>

<https://www.linkedin.com/in/annieveale/>

APPENDIX A – EXTENDED SKILLS & CAPABILITY INDEX

Annie Veale — Senior Digital Consultant

TECHNICAL, INFRASTRUCTURE & SYSTEMS

Established Capability (2004 → Present)

Hosting & Server Platforms

OVH, SiteGround, cPanel, Plesk
Shared, VPS & managed hosting
DNS, SSL, CDN configuration
Performance optimisation & recovery
Server migrations & remediation

Web Platforms

WordPress (advanced)
Shopify & Wix (audit and fixes)
PHP, HTML, REACT, GITHUB
Modular builds & rebuilds

Emerging / Advanced Capability

Cloud & API-Led Architecture

Amazon AWS (EC2 exposure & consultation-level use)
Cloud-first deployment models
API-first & decoupled systems

Modern Architecture

React (component-level understanding)
Headless & modular site design

ERP, CRM & BUSINESS SYSTEMS

Established Capability

CRM & Databases

Salesforce
Sage
Goldmine
CRM customisation & reporting
Marketing + sales data alignment

Emerging / Strategic Focus

ERP Integration

Odoo (API-led modular ERP)
Bookings, inventory & product sync
Comparative ERP architecture evaluation

SEO, AEO, AI & DISCOVERABILITY

Established Capability

Technical SEO

Advanced auditing & diagnostics
Crawlability & indexation
Site architecture & CWV
International & local SEO
GA4, GTM, Looker Studio

Emerging / Advanced Capability

AEO & AI Discoverability

Advanced schema & entity design
LLM grounding (“source of truth”)
Early AI citation achievement
AI-assisted content workflows

VOICE, SEARCH & CONVERSATIONAL INTERFACES

Established Foundations

Structured data & search intent
Information architecture
UX-driven content structure

Emerging Application

Amazon Alexa Skills Kit (ASK)
Voice-first brand interactions
Conversational UX principles

CREATIVE, DESIGN & BRAND

Established Capability

Creative Tooling

Adobe Photoshop
Illustrator
InDesign

Brand & Content

Campaign creative support
Content ideation & execution

Applied Strategic Use

Creative direction & briefing
UX-informed content planning
Stakeholder-level presentation

Brand identity alignment
Cross-channel creative strategy

PRINT, TRADITIONAL & EARLY-CAREER MARKETING

(Highly relevant foundation — early 2000s onwards)

Established Capability

Print production management
Digital print workflows
Traditional advertising & media
Supplier & budget management

Commercial Relevance Today

Commercial realism
Delivery discipline
Cross-channel strategic thinking

PROJECT, DELIVERY & PROFESSIONAL OPERATING STYLE

Capability

Digital Project Management
Agency & freelance delivery
Multi-stakeholder coordination

Clear communication
Transparent reporting

Defining constraints and outcomes

Application

Crisis recovery & stabilisation
Efficiency & budget gap identification

Embedded team extension
High-pressure delivery

Surfacing risk and weaknesses

NOTES ON SCOPE

This appendix exists to **evidence depth and longevity**, not to explain methodologies.

Framework detail, architectural theory, and purchasable outputs are intentionally excluded and are available via:

annieveale.com