

# David Broderick | Portfolio

## Client work

- [How to make and sell your own band merch](#) – #1 on Google for both “how to make band merch” and “how to sell band merch”
- [The essential guide to starting a football team](#) – #2 on Google for “how to start a football team”
- [What is tweed? A guide to 'the big cloth'](#) – #2 on Google for “what is tweed”
- [How to Improve Your Hotel's Reviews on TripAdvisor & Beyond](#) – #2 on Google for “how to improve your hotels reviews”
- [Sunderland Bands: Famous Mackem Musicians](#) – #1 on Google for “Sunderland bands”
- [Sunderland Tugs and Shipbuilding: A History](#) – #2 on Google for “Sunderland shipbuilding” and “Sunderland tugs and shipbuilding”
- [The definitive guide to digital transformation for tomorrow's accounting firms](#)
- [Exit Strategy: How to build a valuable business you can sell at a premium](#)
- [How to fall in love with your business again \(even if you're done with it\)](#)

## Ghostwritten digital marketing guest posts

- [9 Powerfully Effective Email Outreach Strategies For Link Building In 2021](#) – VoilaNorbert
- [Why You Shouldn't Worry about the Latest Google Algorithm Update](#) – FlippingBook
- [How to Analyze SERPs to Win Big in Rankings](#) – CXL
- [How to Create Content That Moves People and Search Rankings](#) – Adroll
- [7 Content Strategies To Grow Your Business In 2021](#) – Hubbion
- [Here's What the Future Of SEO Looks Like for the Next 5 Years](#) – Nimble
- [How To Build A Hub And Spoke Content Strategy \(A Complete Guide\)](#) – Startup Bonsai

## Marketing and SEO insights

- [Edition #6 of Traffic Think Tank's Rich Snippets newsletter](#) (52.4% open rate – 19.7% CTR)
- [Edition #20 of Traffic Think Tank's Rich Snippets newsletter](#) (58.3% open rate – 13.2% CTR)
- [Edition #32 of Traffic Think Tank's Rich Snippets newsletter](#) (42.8% open rate – 5.8% CTR)
- [What happened in SEO during Q3 2021](#)
- [What happened in SEO during Q2 2021](#)
- [The 3 Essential Steps to Marketing an Innovative Product or Service](#)
- [The surprising truth about your biggest competitor](#)

- [Does your marketing have the “so what?” factor?](#)
- [Ranking #0: How to earn featured snippets on Google](#)
- [Image vs text links: Which hold more SEO value?](#)
- [10 Google tricks you’ll kick yourself for not knowing sooner](#)

## **Employer and client references (see my [LinkedIn page](#) for full references)**

“David is hands-down one of the best freelance talents I've ever worked with. His SEO chops and content marketing savvy are up there with the best of them. He communicates incredibly well and is someone you can rely on to complete a project THOROUGHLY within the agreed-upon timeframe. It's obvious the man can't sleep well without putting his absolute best foot forward.”

**– Jamal Bara, Vice President of Performance Marketing at North Equity**

“I and the Loganix team were very fortunate to work with David for a short while. We threw him to the sharks at least a few times, and he was able to pick up everything very quickly and exceed expectations. He's thoughtful, professional, and an all-around terrific team player. He's a smart SEO and was a great contributor to our team and our clients. I sure hope to work with him again.”

**– Adam Steele, COO of Loganix**

“Whenever I write articles that are published on my website or for external publications, I ALWAYS work with David to have them proofed and edited. David has a great eye for improving the structure of content and my work always comes out much better with David's touch. I'd never press publish on anything without David looking over it first.”

**– Matthew Howells-Barby, Vice President of Marketing at HubSpot**

“David is an exceptional content writer who really does enjoy his 'craft'. He is particularly skilled at digital content writing and has a sound knowledge and proven experience of on-page SEO. David is reliable and trustworthy and if he says he'll get the job done, he does – on time and on budget.

I'd highly recommend him to any employer or any company wanting to improve its SEO and content marketing.”

**– Natasha McDonough FCIM, Managing Director of MMC**

“David has been a highly valued member of the content team at Glass Digital. He is a talented writer who can produce high-quality copy for a wide range of purposes and audiences, and a

thoughtful editor who's as willing to give constructive criticism as he is to receive it. His positive and proactive attitude make him a pleasure to work with."

– **Rachel Handley, Head of Content at Glass Digital**