Duncan Trevithick

SEO and AI Search

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PROFILE

Growth Marketing Manager combining technical SEO, AI search measurement, content systems and marketing automation.

SELECTED EVIDENCE

potential.ly | 3x | Tripled year-on-year organic traffic

Led SEO and content programmes for a higher-education SaaS business, reporting threefold year-on-year organic traffic growth.

Evidence: https://ukseoconsultant.com/results

SnorkelForecast | 10,817 | Measured AI search visibility using first-party Bing data

Tracked 10,817 cited-source appearances in Bing AI answers from 9 May to 5 November 2026. These are citations, not clicks or attributable conversions.

Evidence: https://ukseoconsultant.com/work/snorkelforecast-ai-search

LXT | 40 to 8h | Built AI-powered content and reporting operations

Built AI-powered workflows across three group brands, reducing weekly content production from 40 to 8 hours and tripling output at the same headcount. Led organic search, paid search and lifecycle programmes.

Evidence: https://ukseoconsultant.com/work/ai-content-production

Clickworker | SEO and content operations within the Clickworker/LXT group

Group-wide search and content operations covered three brands. Clickworker is part of the LXT group, so this is neither a separate employment entry nor a standalone measured traffic claim.

Evidence: https://ukseoconsultant.com/work/ai-content-production

EXPERIENCE

LXT.ai | Growth Marketing Manager | Apr 2024 to present

- Own growth programmes across organic search, paid search, and lifecycle email for B2B AI audiences.
- Built AI-powered content and reporting workflows that cut weekly production time from 40 hours to 8 across three brands, and tripled output at the same headcount.
- Drove 25% lead growth in Q1 2025 while managing website, campaign, and content operations.
- Built a weekly SEO kaizen loop: scan Search Console, flag pages ranking on page one with poor click-through, freeze a baseline, then re-measure at four and eight weeks after republishing.

potential.ly | SEO & Content Marketing Specialist | Jun 2022 to Apr 2024

- Led SEO and content programmes, tripling organic traffic year over year.
- Created and launched the "ChatGPT in Higher Education" course to attract and educate decision-makers.

Selected consulting | Marketing Operations & Content Automation Consultant | Mar 2019 to Mar 2024, and ongoing

- Koinly: produced a seasonal YouTube ad campaign achieving 5x ROAS during the Australian tax season.
- Writesonic (YC S21): produced a product-led tutorial programme that generated 80k organic YouTube views and improved retention.

CFA UK | Web Editor, Marketing Team | Apr 2019 to Sep 2021

- Built internal Python tools that reduced migration-related costs by 10x.

SKILLS

Technical SEO, AEO, Search Console, GA4, HubSpot, content engineering, growth strategy, Python, Rust, APIs

See linked case studies for sources, reporting periods and limits.