

ANNIE HANILY



Job: SEO & Digital PR Manager

Company: Lottie

As an SEO Manager at Lottie, an online care and retirement home marketplace on a mission to elevate later living, I'm responsible for driving increased website visibility and organic traffic to Lottie. As well as creating a positive online presence through strategic digital PR initiatives.

Driven

Supportive

Innovative

The skills I use most in my job... Keyword Research - Identifying relevant keywords to optimise content for search engines and enhance online visibility.

- **Content Creation** - Developing high-quality, engaging content that aligns with SEO strategies and appeals to Lottie's target audiences
- **Link Building** - Establishing credible backlinks to improve Lottie's website authority and search engine rankings.
- **Analytics** - Using tools like Google Analytics to track and analyse website performance, traffic, and user behaviour for data-driven decision-making.
- **Technical SEO** - optimisation of the Lottie website technical elements, such as site structure and performance, to improve search engine visibility and enhance user experience.

The most interesting thing I've worked on in my career so far...In the past 18 months at Lottie, I've contributed to the company's rapid growth, supporting product launches and leading on Digital PR initiatives. A highlight was collaborating with UK care homes, creating humorous and heartwarming content featured in reputable publications like BBC, The Daily Express, and Yahoo.

What inspired me into digital and tech...I think I naturally fell into a digital & tech career. Working alongside my degree and being able to explore my career prospects, I found a job where I could combine analytics and creativity was ideal for me, and there are many opportunities to do this in digital & tech.

My educational background is...I graduated from the University of Leeds in 2019 with a Business Management and Marketing degree. While studying for my degree, I did a placement year working for the university in the marketing research team; during this time, I realised I loved the data-led and analytical side of marketing but wanted a career where I could also combine this with creativity. So, in my final year of university, I worked part-time as a marketing executive at a local business, where I began to explore different marketing roles, from social media and paid marketing, to finally discovering my interest in SEO -the area of marketing I work within today.

What advice I'd give to girls thinking about a career in digital and tech...Go for it! There are so many different roles in the digital and tech space, so don't be afraid to try different things and find what you enjoy the most. Connect with others already working within a role you're aspiring towards and see what you can learn from them.