

Dan Hale

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SUMMARY

Senior SEO Director and web strategist with 10+ years of hands-on experience building, rebuilding, and fixing WordPress sites for local and multi-location businesses. I specialize in the fundamentals that actually drive revenue: technical SEO, local search, conversion-focused design, content architecture, and performance optimization.

I've led dozens of WordPress rebuilds, managed 50–100 Google Business Profiles at scale, cleaned up years of legacy SEO, and built systems that help teams move faster. I thrive in roles with less red tape and more room to execute — whether that's as a Senior IC or a leader guiding the work.

CORE SKILLS

SEO & Strategy: Technical SEO, SEO Audits, SEO Strategy, Local SEO, Multi-location SEO, On-page SEO, Keyword Research, Content Architecture, Topic Clusters, AI Search / Generative Engine Optimization (GEO).

Local Search: Google Business Profile Optimization (50–100 at scale), Local Pack Optimization, Review Velocity Strategy, NAP Consistency, Location Pages.

Technical: WordPress Expert, Site Rebuilds, Site Migrations, Redirect Mapping, Structured Data (JSON-LD), Page Speed Optimization, Troubleshooting & Debugging.

CRO & UX: CRO Strategy, Mobile-first Design, Persistent CTAs, Lead Funnels, User-focused Page Structure, Conversion Optimization.

Analytics: Google Search Console, Google Analytics 4, Crawl Diagnostics.

Leadership & Ops: Mentoring, Training Walkthroughs, Cross-functional Collaboration, Process Improvement.

EXPERIENCE

Director of SEO & Web Design — Circle Social Inc. (2018–Present)

Marketing agency specializing in addiction treatment and behavioral health.

- Own full SEO strategy and execution for multiple addiction treatment and behavioral health organizations.
- Fix indexing issues, rebuild architectures, resolve duplicate content, implement redirects, and improve crawl efficiency.
- Lead conversion-focused WordPress rebuilds and scalable template development.
- Manage 50–100 Google Business Profiles; prioritize review frequency and quality.
- Plan content clusters, internal linking strategies, and page-level architecture.
- Implement structured data (JSON-LD) across content types.

- Mentor a WordPress developer and troubleshoot implementation challenges.
- Produce training walkthroughs to streamline processes.
- Lead early AI overview optimization and generative engine visibility initiatives.

Owner & Lead Web Developer / SEO Consultant — Cloud Inspector Web Design (Dan Hale Marketing, LLC) (2012–Present)

- Built or rebuilt ~50 WordPress websites across local industries.
- Own the entire lifecycle: UX, architecture, build, launch, redirects, optimization.
- Specialize in fast, mobile-first builds with persistent CTAs and strong CRO.
- Provide ongoing hosting, maintenance, troubleshooting, and SEO support.
- Perform technical audits, fix indexing issues, improve crawlability.
- Develop content outlines, topic clusters, and internal linking structures.
- Operate fully independently — no staff — owning end-to-end delivery.

Peer Advisor — Fox Valley Technical College (2010–2011)

- Assisted students with enrollment, scheduling, and navigation of systems.
- Developed early communication and UX simplification skills.

EDUCATION

Associate of Applied Science, Web Design and Development

Fox Valley Technical College, Appleton, WI (2009–2011)

GPA: 3.95 · Dean's List