

Barry Adams

SEO Consultant at Polemic Digital

Belfast, , GB

Founder at Polemic Digital, Co-Chief Editor at State of Digital

Biography

Seasoned digital marketing professional specialising in SEO and digital strategy development. Founder of Polemic Digital, an award-winning specialised SEO consultancy serving clients worldwide. Co-Chief Editor at StateofDigital.com, the award-winning European digital marketing blog. Conference speaker, lecturer, and blogger on SEO & Digital Marketing.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Media - Online, Social Media, Internet

Areas of Expertise

SEO, Digital Marketing, Google Adwords, Digital Marketing Strategy, Ecommerce, Digital Strategy and Online Marketing, News & Digital Media

Affiliations

Digital Marketing Institute, University of Ulster, Irish Internet Association, British Mensa, Digital Exchange, State of Digital

Sample Talks

The Future of SEO

The SEO industry has been in a permanent state of flux since it arose in the late 1990s. Yet the past few years have seen an unprecedented shift in how SEO is performed. With an increasingly clever Google algorithm and a trend towards closed systems such as apps and proprietary (social) platforms to which search engines do not have access, what's in store for the future of SEO? This talk will examine current trends and extrapolate to what future search engine optimisers will be engaged in.

Advanced on-site SEO for Ecommerce websites

In this talk you will get an overview of a variety of advanced on-site SEO techniques that can improve an ecommerce website's performance in Google's search results. Tactics discussed include properly structured information architecture, implementation of semantic mark-up, ensuring proper indexing of product pages and minimising duplicate content issues, and use of multimedia. Additionally we'll look at auditing & analysis tools such as Google Webmaster Tools and Google Analytics.

Developing a Digital Marketing Strategy

Too many businesses are online because they feel they have to, and lack a cohesive marketing strategy to underpin their digital activities. In this talk we'll outline a tried and tested four phase process to develop a strongly founded digital marketing strategy that will ensure a company's internet adventures deliver long term sustainable value.

Digital Marketing workshop

This workshop, either a half-day session or a full day training, provides a high-level overview of the basics of digital marketing. Participants will be educated on the basic principles of digital strategy, SEO, PPC, Social Media, Email Marketing, and Web Analytics. This workshop is a great starting point for further learning about digital marketing, providing immediately useful insights and actionable tactics.

Event Appearances

The Google-Shaped Web
SAScon 2014

Google AdWords - Is It Worth It?
Smart Business Show

Digital Marketing Strategy
Smart Business Show

The Forgotten Rich Snippets
SMX London 2014

Digital Marketing Strategy
NICVA Tweet Up 2014

It's All About The User Experience
Belfast Technology Conference 2014

The Dangers of Personalised Search
Friends of Search

SEO: Beyond the Basics
NITB Masterclass

Digital Trends
The Dot Conf

The Dangers of Personalised Search
SAScon 2013

Life After (Not Provided)
SAScon 2013

Case Studies in Web Design & SEO
Ulster Business Festival

Google+: What Is It Good For?
Bizcamp Belfast

SEO: Past, Present & Future
Monaghan Ecommerce Network

The Future of Search & SEO
Digital Exchange

Use the Internet to Grow Your Business
NI Solicitors' CPD Seminar

The Power of Social Media
Destination Belfast (tourist industry)

Case study in advanced on-site SEO
Digital Media Communication post-graduate certificate

Case study in web design & multi-channel digital marketing
Digital Media Communication post-graduate certificate

Google Detox through Email Marketing
SAScon 2012

SEO for Ecommerce
Think Visibility 7

SEO for Ecommerce
SAScon mini-conference

Introduction to SEO

Digital Marketing Institute bootcamp

Introduction to PPC

Digital Marketing Institute bootcamp

SEO for Google News

Manchester SEO mini-conference

Education

Nyenrode Business University

Masterclass Internet Marketing Strategy

Quirk eMarketing

Certificate Quirk Certified eMarketer

Queen's University Belfast

Certificate Management Studies

Microsoft Certified Systems Engineer

Certificate MCSE Windows NT4

Azlan

Masterclass Internet Webmaster & Lotus System Administrator

Fontys Hogescholen

Bachelor Business & Information Technology

Anton van Duinkerken College

HAVO & VWO

Accomplishments

UK Search Awards Winner

Winner of two UK Search Awards in 2016 including Best Small SEO Agency.

DANI Digital Industries Person of the Year

In 2014 I was awarded Digital Industries Person of the Year at the DANI Awards.

Shortlisted for Best Blog Award

My SEO blog at barryadams.co.uk was shortlisted for Best Blog at the 2013 UK Search Awards.

Double DANI Award winner

The DANI Awards celebrate digital media in Northern Ireland. In 2012 we were shortlisted for four awards and won two: Best use of Social Media (Corporate) and Best B2C Campaign.

European SEO Personalities of 2012

In December 2012 I was voted 5th in the "European SEO Personality of 2012" poll by Holistic Search.

Best European Blog winner

The State of Search blog, where I'm part of the editorial team, was awarded the Best European Blog award at the inaugural European Search Awards.

Shortlisted for Best Agency Award

In the inaugural 2012 European Search Awards we were shortlisted for the Best Agency award.

Top SEO Bloggers

In November 2011 I was ranked 29th Top SEO Blogger in the world by Receptional.

Best Internet Marketing Posts of 2010

My blog post for Search Engine People on 'SEO for Google News' was listed on the Best Internet Marketing Posts of 2010 on Techipedia.

Most Influential UK SEOs

In October 2010 I was ranked the 18th Most Influential SEO in the UK in an online poll from Holistic Search.

Testimonials

Julieann Tsang

Barry is an excellent lecturer! He's very methodical in his teachings which was great as it meant he took the time to go through all the aspects relevant to the group. This made learning more enjoyable and easier to understand.

Ade Lewis

Barry Adams in particular put forward many thought provoking ideas and he delivered a very convincing presentation of why personalisation within search results is possibly a very bad thing rather than the usually accepted view that personalisation is good.

Carolyn Hughes

This session was a real head-scratcher, as it really made me think. Barry Adams of Pierce Communications and editor of State of Search, had a fantastic rant about the evil forces of Google essentially putting blinkers on everyone.

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