Curriculum Vitae

Stuart Lovatt

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Profile

- Website development experience since 1998.
- Can work on my own initiative and within a team.
- Able to learn new skills quickly.
- Tuition skills and management of others.

Professional experience

Since beginning my career in 1998 with a large ISP based company called Business Serve (later integrated into Iomart group), I have built up my knowledge base of design, development and most importantly SEO skills.

After being awarded a 'Prince of Wales Trust' grant, I became self-employed and soon after developing my own website called Heat my Home, which I have seen go from strength to strength as I have kept up with the latest SEO trends.

Education

Morecambe High School
NVQ Information Technology levels 1, 2 and 3. Diploma
4 in Business Management.
14 years commercial web development experience.

Employment

1998 - 2004: Employed by Business Serve

Website designer, developer and SEO (search engine optimiser). I worked within a small team servicing hundreds of clients within a large internet service provider.

2004 – present: Self-employment

I run my own website promoting solar panels from the conception to creation. This includes site architecture, image creation, creating quality content and SEO work to generate sales leads to sell to the biggest names within the industry.

https://www.heatmyhome.co.uk

Link acquisition through great content is vital, as too is graphic design, website structure and speed optimisation.

Other knowledge acquired during this time include: SQL databases, PHP, HTML5, CSS, W3C validation, Wordpress and various other SEO based diagnostic tools.

Working long hours and always keeping updated on the latest optimisation techniques come as standard in this technical industry.

I have turned a hobby into a successful business.

Personal Portfolio

http://www.yourimagematters.co.uk/about-stuart-lovatt.php

Related web skills

- HTML 4.0 + 5.0, CSS, PHP, Javascript.
- Photoshop design.
- Website analysis and diagnosis own knowledge or validation.
- Search engine analysis tools.
- Keyword analysis and targeting.
- Analytics and performance analysis. Google Adwords.
- Schema markup.

Author of:

50 ways to confidently improve your business website.

Other skills

Brochure & literature design including PDF productions.