franberrocal

Technical SEO & GEO specialist for agencies

All | AI Mode | Experience | Projects | Tools

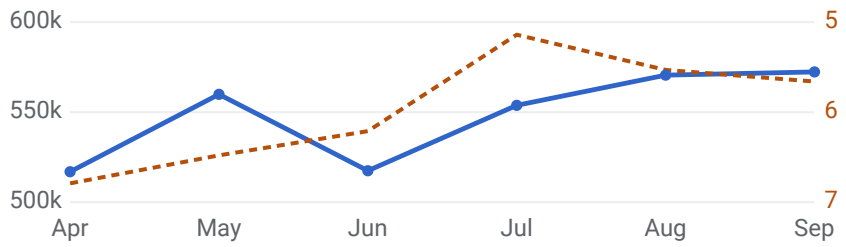
About 10 years of SEO results: 7 in-house and 3 agency-side

**AI Mode answer**

**Fran Berrocal Navarro** is a technical SEO specialist with **almost 10 years of experience**. He knows both sides: he **led marketing** at a software company and, agency-side, **led an SEO department at BeeDIGITAL**.

- **Diagnosis:** traffic drops, algorithm updates and migrations.
- **Strategy:** audits turned into impact-driven roadmaps.
- **GEO:** visibility in ChatGPT, Perplexity and AI Overviews.

| Monthly clicks | Total clicks | Average CTR | Average position |
|---|---|---|---|
| +10.7% | 3.29M | 22.4% | 5.7 |
| 517k → 572k | Apr – Sep 2026 | From 15.3% | From 6.8 |




— Clicks - - Position · A digital publisher I advise (web search)

BeeDIGITAL › Marketing agency › Jan 2024 – Oct 2026

## SEO Lead · BeeDIGITAL (formerly Páginas Amarillas)

Led one of its **SEO departments, managing one person**, through eXperience IT Solutions. **In-depth SEO audits** (buyer persona, technical, content and competitors) with action plans and **AI connected to GSC, GA4, Semrush and Ahrefs**.

600+ in-depth audits | AI audit workflow | Clients across all sectors

Zeonec, now Empresalia Digital › Agency, Bilbao › Jul – Nov 2023

## SEO Specialist & Project Manager · Zeonec

**Own portfolio of 7 high-value clients** such as **Tadosi** (payments SaaS), e-commerce and lead generation. Direct client contact: briefing, roadmap, reporting and meetings.

▲ +32% visibility | ▲ +36% conversion | 90% retention

Aplifisa, now TeamSystem › In-house, Salamanca › Nov 2016 – Jun 2023

## Head of Marketing & SEO · Aplifisa

Software for accounting firms. From intern to **head of the marketing department**, with **80% of my time on SEO** from 2019. Coordinated 2–3 people and a **€2,000 monthly budget**. SEM as support.

▲ +65% organic traffic | ▲ +35% conversions | €100K+ managed

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# Fran Berrocal Navarro

Technical SEO & GEO specialist

**Location:** Salamanca, Spain · Remote
**Email:** iam@franberrocal.com
**LinkedIn:** in/franberrocal
**Languages:** Spanish native · English B2


### Hard skills

**TECHNICAL SEO**

Audits | Site architecture | Speed & CWV | Migrations | Structured data

**STRATEGY & DATA**

Keyword research | Benchmark | Analytics & KPIs | CRO | Roadmaps | Search intent | Content strategy | E-E-A-T

**AI & NEW SEARCH**

GEO / AEO | Entities | Discover & News | AI automation

### Power skills

> **Always up to date.** Newsletters, SEO communities and my own tests. I love learning.

> **Business first.** I prioritise what moves traffic and sales.

> **Clear communicator.** Technical topics, translated for clients and teams.

> **Lead and coordinate.** Teams, budgets and development with clear roadmaps.

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Fran Berrocal: projects, value and tools

All | AI Mode | Experience | Projects | Tools

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PubliCMS › CMS for digital publishers › Apr 2026 – Present

## Product & Publisher SEO Consultant · PubliCMS

Helped build the CMS and **defined its full SEO layer**: rankings, traffic, analytics, structured data and sitemaps. Every month, **improvements for the developer** and an **action-plan report** for the publishers using it.

16.5M clicks/year | 52% from Discover | ▲ +10.7% clicks

LN

La Nabera X Premium › Iberian food e-commerce › 2021 – 2022

## Co-founder & Marketing Director · Own online store

WordPress store **built from scratch**: keyword research, architecture, technical SEO and CRO. Email campaigns to hospitality clients. **Business sold.**

€247 average order | 60% hospitality · 40% e-commerce

+

Early career › 2011 – 2019

## E-commerce, startups and events

Co-founder of **Ironica Tea Shop** (Shopify), startup marketing consultant and project manager at Nuve Events Group, with brands such as **Diageo, Coca-Cola, Red Bull and Carrefour**.

### What I bring to an agency

**1 · Both sides**
I know what clients expect because I was the client for 7 years.

**2 · Fast diagnosis**
600+ in-depth audits: I spot the problem sooner.

**3 · AI in daily work**
Faster audits and reporting with AI connected to the data.

**4 · Product mindset**
I defined the SEO of a CMS: I speak the developers' language.

### Industries

E-commerce | Digital media | B2B SaaS & software | Corporate | Lead generation | Health | Education | Technology | Local & SMBs | Travel | Real estate | Hospitality

### Education & certifications

**English B2** · EF SET 60/100
**SEO Manager** · Blue Array
**Google Analytics** · Google 2026
**Responsible prompting** · Founderz
BBA · University of Salamanca

### Training I deliver

**SEO for publishers** · Newsrooms
**1:1 SEO** · E-commerce clients

### Beyond SEO

**Endurance athlete.** Mostly cycling: mountain passes, races and new goals every few months.

Training has taught me that results come **from consistency, not shortcuts.**

## Tools and tech stack

**SEO**
Screaming Frog | Semrush | Ahrefs | Sistrix | Moz | SEOcrawl | DinoRANK

**DATA**
Search Console | GA4 | Tag Manager | Looker Studio | Microsoft Clarity | Business Profile | Excel & Sheets

**AI**
Claude + MCP | ChatGPT | Gemini | Perplexity | Base44 | Lovable | n8n

**CMS**
WordPress | WooCommerce | PrestaShop | Shopify | Elementor | Rank Math · Yoast

**MARKETING**
Google Ads | Connectif | ActiveCampaign | Salesforce | ClickUp | Notion