Tyler Collins

Founder & CEO, Orange County SEO Company, Board of Directors, Surfline/Wavetrak, Inc.

Orange County, California Area | Marketing and Advertising

Current SEO Consultant at **Swell**
Board of Directors at **Surfline/Wavetrak, Inc.**
SEO Director & Consultant at **Hurley**
Search Engine Optimization at **Surfline**
Founder / CEO at **Swell Marketing Inc**
see less

Past Web Design Consultant at EP Henry Corporation
Web Design / SEO Consultant at IntelliSkin - Posture Apparel
SEO Consultant at HDX Hydration Mix
SEO Consultant at HallPass Media
SEO/SEM, Online Marketing Manager at The BizFlow Corporation
Web Design / SEO Consultant at Sober Living by the Sea
see less

Education Orange Coast College
Guerilla Business School
Ultimate Marketing Seminar
The System - Professional Internet Marketing Training
see less

Recommendations 7 people have recommended Tyler

Connections 500+ connections

Websites SEO Video
Swell Marketing
Orange County SEO

Tyler Collins' Summary

Specializing in SEO & Digital Marketing agency fulfillment and consulting, Tyler Collins assists search engine optimization firms, online marketing agencies, and C-suite executives at large media companies with business expansion, infrastructure reorganization, and process systematization, to achieve performance goals with internal technical staff and client retention across a swath of results-based digital marketing services.

Offers turn-key, white-labeled, search engine optimization & proprietary website ranking methodology for SEO companies. Actively delivering silent back-end SEO processes for dozens of front facing SEO firms.

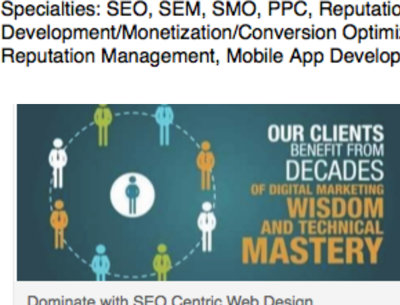
Relentlessly studies search engine trends, website compliance algorithms and quality standards, while consistently testing, tracking, and measuring cutting-edge organic ranking tactics by synthesizing research and knowledge into freshly engineered, dynamic, future-proof SEO models.

Recently launched a proprietary "Reputation Management" system designed to cleanse organic search results and remove prominently placed negative content about businesses, executives, athletes, celebrities, and any searched name.

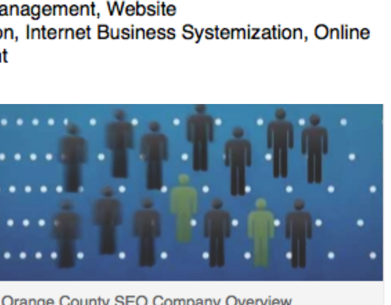
Multi-Internet Business Owner / SEO Consultant - Piloting several online-based business, while helping business owners and professionals maximize Internet visibility and revenue through search engine optimization, sales conversion and website systematization strategies.

Analyzing, planning & executing ROI driven marketing programs for small, medium, and large websites to establish and maintain a successful marketing presence in large industries.

Specialties: SEO, SEM, SMO, PPC, Reputation Management, Website Development/Monetization/Conversion Optimization, Internet Business Systemization, Online Reputation Management, Mobile App Development



Dominate with SEO Centric Web Design



Orange County SEO Company Overview

Experience

SEO Consultant
Swell
September 2012 – Present (1 year 4 months)

Google Organic Traffic Trend - Tyler Collins

Board of Directors
Surfline/Wavetrak, Inc.
January 2012 – Present (2 years) | Huntington Beach, Ca.

SEO Director & Consultant
Hurley
October 2011 – Present (2 years 3 months)

Directing all search engine optimization on and off site for major brand categories including board shorts, wetsuits, bikinis and other premium gear and apparel. Implemented strategic site optimization through proprietary back-end platform customization to enhance front-end user experience and search engine compatibility. Reconfigured internal linking structure for effective passing of page rank and engineered multi-tier inbound linking methodology to target landing pages to increase page authority and propel organic position increases for flagship products and primary revenue drivers.

Google Organic Traffic Trend - Tyler Collins

Search Engine Optimization
Surfline
2007 – Present (6 years)

Search engine strategy consulting, link building, and website conversion strategies to increase revenues for target keywords. In-depth competitive analysis in multiple vertical markets to support data driven decisions for company expansion. Pay-per-click campaign engineering, management, and on-going consulting. Tracking, testing, and optimizing user experience and website performance.

Surfline.com Organic Traffic Trend - Google US

Founder / CEO
Swell Marketing Inc
January 2006 – Present (8 years) | Orange County, California

INTERNET BUSINESS MARKETING & OPTIMIZATION

* Internet Business Development & Consulting
* Digital Media Advertising & Branding
* Mobile Application Development
* Website Design & Development
* Search Engine Optimization (SEO)
* Search Engine Marketing (SEM)
* Social Media Marketing (SMM)
* Pay-per-click Management (PPC)
* Online Reputation Management (ORM)
* Conversion Rate Optimization (CRO)
* Customer Relations Management (CRM)
* Market Research & Analysis
* Public Relations Management
* Ecommerce Development

3 recommendations, including:

Catherine Hess
Marketing Manager at ManagEase Inc
In the short time I've worked for Tyler, he has been one of the best bosses I've ever had. Not only is he extremely skilled... View

Bryan Brandenburg
VP of Marketing at Salt Lake Comic Con
Tyler Collins is an exceptional SEO and Internet marketing professional. I've had the pleasure of working collaboratively... View

1 more recommendation

Web Design Consultant
EP Henry Corporation
June 2011 – December 2012 (1 year 7 months)

Directing all search engine optimization strategies and implementation for www.ephenry.com -- competitive research, content development, on-page optimization, and robust linking strategies for 30+ target keywords (ie: pavers, patios, hardscaping, driveways, walkways, etc.)

Web Design / SEO Consultant
IntelliSkin - Posture Apparel
June 2011 – September 2012 (1 year 4 months)

SEO strategy and implementation for www.intelliskin.net -- website content architecture engineering, establishing organic search authority and positioning through website optimization and proprietary link building methodology. (ie: posture correction, posture shirts, improve posture, etc)

2 recommendations

Dr. Tim Brown
Sports Chiropractor, Founder/Creator of ...
Tyler has simply been an incredible boost to our direct to consumer website business. Innovative and truly passionate are... View

Eric Vallely
Sales / Marketing at IntelliSkin
Tyler's knowledge and expertise within the SEO realm are as good as I've seen. He has made such an impact with improving... View

SEO Consultant
HDX Hydration Mix
August 2011 – June 2012 (11 months)

Search engine optimization consulting, including development of optimized content for target keyword phrases using advanced SEO Copywriting, and aggressive link building to all target pages, tracking rankings, and reporting.

SEO Consultant
HallPass Media
October 2011 – January 2012 (4 months)

Organic search optimization and strategy consulting. On-page optimization, link building, and website conversion strategies to increase revenues for target keywords (ie: branded content, branded content marketing, artist management, talent procurement, etc).

2 recommendations

Jake Schultz
Accounts Manager
I have had the privilege of working with Tyler for the past year. His knowledge of SEO and Internet Marketing is top notch.... View

Sergio Millas
Director of Online Media & Integrated Sa...
We brought Tyler on as a SEO consultant late 2011 and I have nothing but good things to say about his expertise and... View

SEO/SEM, Online Marketing Manager
The BizFlow Corporation
January 2008 – August 2009 (1 year 8 months)

Corporate credit building, managing multiple cross-functional teams of professionals (i.e. Web Developers, Marketing, Creative, etc.) for developing, launching, and managing online marketing initiatives for SEO, PPC, traffic analytics, content development, and media buying.

This position required a strong knowledge of online marketing and advertising platforms, web technologies, SEO, SEM, web analytics, landing page optimization, project management, web development and design process and delivery, content management systems, and best practices.

I was directly involved with employee development, performance management, and employee relations, while managing multiple projects of varying complexity in a fast paced creative environment.

Web Design / SEO Consultant
Sober Living by the Sea
February 2007 – January 2008 (1 year) | Newport Beach, Ca

Director of web design & online marketing staff, SEO strategy consultant. Launched SEO centric web platform and achieved top rankings for dozens of hyper competitive "sober living" and "detox" phrases nationwide. Website conversion optimization & testing, landing page strategy for converting visitors to calls, to clients. Referral program development and client retention strategy, testing, implementation.

Languages

Spanish

Skills & Expertise

Most endorsed for...

- 66 SEO
- 64 SEM
- 52 Web Analytics
- 36 PPC
- 33 Social Media
- 28 Online Marketing
- 19 E-commerce
- 17 Social Media Marketing
- 12 Online Advertising
- 12 Landing Page...

Tyler also knows about...

12 Conversion Optimization · 8 Organic Search · 7 Link Building · 7 Web Marketing · 6 Google Analytics · 5 SMO · 5 Digital Media · 5 Marketing · 4 Email Marketing · 3 Market Research · 3 Google Adwords · 3 Reputation Management · 3 Digital Marketing · 3 Google Webmaster Tools · 3 Marketing Strategy · See 25+

Education

Orange Coast College
Business Marketing & Psychology
2008 – 2009

Guerilla Business School
Graduate, Marketing, Sales, Systemization, Product Sourcing, Networking, Negotiating, Goal Setting, Market Res
2007 – 2008

Ultimate Marketing Seminar
Graduate, Business and Professional Marketing - All Areas
2006 – 2007

The System - Professional Internet Marketing Training
Graduate Certificate, Internet Marketing
2005 – 2006

Additional Info

Interests

entrepreneurship, philanthropy, internet marketing, search engine optimization, team building, business development, systemization, financial freedom, health and fitness, surfing, traveling, yoga, meditation, music, and water.

Personal Details

Birthday June 27, 1983
Marital Status Single

Organizations

Additional Organizations

Heal The Bay, Ocean Institute, Toastmasters, The System Club, Paradigm Shift, SIMA

Recommendations

Received (7)

Founder / CEO
Swell Marketing Inc

Catherine Hess
Marketing Manager at ManagEase Inc
"In the short time I've worked for Tyler, he has been one of the best bosses I've ever had. Not only is he extremely skilled at SEO, marketing, and pay per click advertising, he is an extremely good manager. He is thoughtful and kind and always considerate of others. It is a joy to come into the office and work with such a great boss and a dynamic company.
May 4, 2013, Catherine reported to Tyler at Swell Marketing Inc

Bryan Brandenburg
VP of Marketing at Salt Lake Comic Con
"Tyler Collins is an exceptional SEO and Internet marketing professional. I've had the pleasure of working collaboratively with Tyler while consulting with two substantial Health and Fitness companies. His understanding of SEM and Social Media is extraordinary. He delivered timely results as promised and was very capable of communicating the strategic opportunities available as well as cost effective solutions for realizing them. I look forward to working with Tyler again. **less**
October 22, 2011, Bryan was with another company when working with Tyler at Swell Marketing Inc

George Roletter
Vice President, Product and Subscription Marketing at Surfline/Wavetrak
"Tyler was hired to help our company review search marketing strategies and also set up new campaigns. Immediately, I was very impressed with the search marketing knowledge, especially organic search optimization skills that Tyler possesses. Rarely do I meet other marketing executives who understand SEM and SEO concepts at the level he does. Besides being reasonable in price, what stood out most about Tyler were his results. He produced clearly organized and punctual work, and the business results of his actions were well worth the investment. I highly recommend Tyler if you need to increase your sales funnel using search marketing strategies and tactics. **less**
September 8, 2011, George was Tyler's client

Web Design / SEO Consultant
IntelliSkin - Posture Apparel

Dr. Tim Brown
Chiropractic Sports Medicine, Founder/Creator of IntelliSkin, Co Medical Director, Association of Surfing Professionals
"Tyler has simply been an incredible boost to our direct to consumer website business. Innovative and truly passionate are rare traits and Tyler's seemingly unending ways to bring customers to our site has been easy to measure as our bottomline continues to grow. I give Tyler Collins my highest recommendation. Tbrown@IntelliSkin.net
January 13, 2012, Dr. Tim was Tyler's client

Eric Vallely
Sales / Marketing at IntelliSkin
"Tyler's knowledge and expertise within the SEO realm are as good as I've seen. He has made such an impact with improving our website and web traffic that I have recommended him to several others. He's easy to work with and a great guy to have around.
January 12, 2012, Eric was Tyler's client

SEO Consultant
HallPass Media

Jake Schultz
Accounts Manager
"I have had the privilege of working with Tyler for the past year. His knowledge of SEO and Internet Marketing is top notch. He executes sophisticated marketing strategies, and is constantly innovating and adapting to internet technology changes. He seems to stay ahead of the common knowledge of what's changing in the search engines. Tyler's dedication and passion for SEO and search marketing in general is proven through his continuous results. He has brought a tremendous value to our company. Tyler is a pleasure to work with and a huge part of our team. I look forward to continuing my relationship with him. **less**
February 15, 2012, Jake was Tyler's client

Sergio Millas
Director of Online Media & Integrated Sales at HallPass Media | Digital Media Strategist | MBA I
"We brought Tyler on as a SEO consultant late 2011 and I have nothing but good things to say about his expertise and performance. He is an extremely knowledgeable internet marketer and he delivered great results within a short period of time. I am definitely looking forward to working with Tyler on a number of other projects.
February 6, 2012, Sergio was Tyler's client

Groups

- 100% eCommerce Co... Visible
- Global Directory of E... Visible
- LinkedSEO Visible
- Mobile Marketing & A... Visible
- OCEAN - Orange Co... Visible
- SEO and SEM Specia... Visible
- Search Engine Land Visible
- Search Engine Roun... Visible

Following

Companies

- Hurley — Apparel & Fashion — Following
- Swell Marketing Inc — Internet — Following
- Surfline Wavetrak, Inc. — Internet — Following
- Swell — Retail — Following
- Swell — Retail — Following