

David H. Morton

Technical SEO · International SEO · Localisation Project Management

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Technical SEO specialist focused on JavaScript rendering, indexing and multilingual search. Experience across crypto exchanges and iGaming networks of 200–1000+ domains. Combines localisation delivery, web architecture and analytics with fluent English/Mandarin collaboration.

Professional Experience

WEEX

SEO Project Manager — International & Multilingual SEO

Mar 2026 – Present · Full-time, remote

- Developed international SEO strategy covering URLs, metadata, canonicalisation and hreflang.
- Defined Spanish/Portuguese hreflang, regional search routing and /insight architecture requirements.
- Automated SEO reporting and task tracking; compiled KPIs and proposed measurement for organic registrations, deposits and trades.
- Managed translation and LQA workflows across English- and Mandarin-speaking teams, triaging LQA issues and clarifying testing scope.

NDA Company · Curaçao

Technical SEO Specialist

Feb 2025 – Present

- Improved rendering and crawlability across 200+ SPA/mirror domains; supported responsive SPA/SSR migration.
- Injected metadata and structured data with nJS and Cloudflare Workers.
- Built GTM containers and custom events to improve behavioural analytics and conversion insights.
- Supported SEO landing-page templates and WordPress CMS delivery to expand organic acquisition.

NDA Company · Curaçao

Technical SEO / Web Architecture Specialist

Jun 2024 – Oct 2024

- Improved indexing across 1000+ domains using CloudFront/edge injection; defined Nuxt SSR requirements.
- Built UTM/channel tracking to improve attribution accuracy.
- Supported multi-market SEO strategy and engineering delivery during major platform changes.

NDA Company

SEO Specialist / Platform Optimisation

Nov 2022 – Jun 2024

- Introduced SPA prerendering and a WordPress content hub to improve search visibility and long-tail coverage.
- Resolved JavaScript rendering/indexing issues and used data insights to improve performance and crawler behaviour with bilingual developers.

FameEX

Platform Operations

Aug 2022 – Nov 2022

Coordinated CoinMarketCap/CoinGecko listings; supported SEO, link building and bilingual communications.

Updated: October 7, 2026

Earlier Experience

Digital Treasury Corporation

Marketing Executive

Sep 2019 – Dec 2019

Promoted blockchain currency, medical records, intellectual property and IPFS hardware projects.

Altrad Hertel

Operational Specialist

Jul 2016 – Oct 2017

Supported nuclear decommissioning and regulated safety procedures; completed PPE and rescue training.

BAE Systems

Operational Specialist

Jan 2007 – Dec 2009

Supported defence manufacturing, equipment operations and precision assembly with safety/security documentation.

Personal Projects

Web3 Project Development

Nov 2020 – Present

Built experimental ERC-20/BEP-20 tokens and NFT tools using Solidity and ethers.js to explore smart contracts, tokenomics and front-end integration across Ethereum, BSC and BCH.

Eastlondonmanwithavan.com

Founder · Feb 2013 – Present

Built a London removals/film-equipment logistics business; managed website, brand and customer acquisition; adopted Bitcoin payments early. Now maintained passively.

Skills

SEO: Rendering/indexing diagnostics, hreflang, canonicalisation, Core Web Vitals.

Tools: Cloudflare Workers, CloudFront, Nuxt/Next, WordPress, GTM/GA4, HTML/CSS/JavaScript.

Delivery: Localisation, LQA, technical requirements, cross-cultural collaboration, SEO reporting and log analysis.

Education & Languages

National Taiwan Normal University

Mandarin Chinese · Jun 2010 – Jun 2011

English: native · Mandarin: fluent

Malay: conversational