

SCAN TO
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PRINCIPAL

/ PHIL-YARROW

One operator, the *whole* stack.

PYC is Phil Yarrow. I've been running search, automation and software out of Bristol since 2004 – 22 years of owning the whole stack, not a slice of it.

The reason the work compounds is that one person holds the search infrastructure and the automation that runs it in their head at once – so nothing drifts out of context or fights for credit between vendors. You brief one person, who decides on a Friday and ships by Monday. No account managers, no handoffs, no four invoices.

What I actually do

- 01 Technical & semantic SEO. Topical authority – a semantic content network built on entities, engineered to rank, get cited by AI answers, and hold through algorithm updates instead of evaporating with the next one.

02

The automation that runs it. The production pipeline that lets the network get built and maintained faster than a human content team can sustain — which is where the efficiency comes from.

The evidence

Active engagements are under NDA; the results are not. Every number in the field reports is drawn from the client's real Search Console and GA4 exports, sanitised by identity and never altered — including the in-progress ones.

Signage & personalisation e-commerce

£11,244

organic revenue • converts at 2× its traffic weight

Prestige-marque automotive specialist

5+ yrs

retained • 68% of traffic organic • #1 local for the marque

Domestic glazing & window repair

~5×

organic clicks in the recent quarter, YoY • page 5 → page 2

Auto locksmith & vehicle key replacement

505

qualified leads from organic • 77% of new customers

Compliance & quality-management software

Near-zero → p2

category head-term visibility built over 16 months



TRADING SINCE
BRISTOL • 2004

STUDIO
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One operator, the whole stack.

Phil Yarrow — search and content automation out of Bristol since 2004, owning the whole stack solo. Book a teardown at pyc.agency to start.

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