

Noel Naccari

SEO Consultant & AI Builder

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10+ years of hands-on SEO experience across international markets (24 countries, 12 languages). From building organic strategies from scratch for high-growth startups to managing large-scale e-commerce sites with millions of monthly visitors. Today I combine deep SEO expertise with AI and automation to drive organic growth and deliver measurable business outcomes.

## Experience

SEO & AI Consultant, Trainer Apr. 2025 — Present

Freelance Nice, France

Independent consultant. Technical & strategic SEO audits, organic visibility strategy, digital marketing training, and AI tool integration (autonomous agents, content generation, process automation) into client workflows.

Head of SEO Oct. 2024 — Apr. 2025

Groupe RETIF Villeneuve-Loubet, France

Led SEO strategy for an international retail group across several European countries. Drove organic visibility optimization and coordinated with marketing and product teams.

SEO Manager Nov. 2022 — Jul. 2023

UBALDI.com Nice, France

Organic visibility and e-reputation strategy for a top e-commerce player (€238M revenue, 4M monthly visitors). Large-scale log/crawl analysis, full site redesign preparation.

- OnCrawl Rocket Program certification
- Full site redesign
- 4M visitors/month

Founder / CMO May 2021 — Sep. 2022

ADN WEB — Digital Marketing Training Nice, France

Founded and ran a digital marketing training company. Delivered personalized programs across SEO, SEA, website creation, branding, social media, and PR.

- 70+ people trained
- 50+ businesses supported

Head of SEO Jan. 2020 — Mar. 2021

Betiton™ Malta

Built SEO from scratch for an international online casino/bookmaker. Full scope: strategy, site architecture, onsite, offsite, technical SEO, monitoring. Grew organic traffic across 24 markets in 12 languages. Recruited, trained and managed an SEO team.

- SiGMA 2021 — Rising Star Operator
- 20K visitors/month
- 24 markets, 12 languages
- TOP 3 "sports betting" UK

SEO Consultant & Web Developer 2018 — 2020

Freelance Nice, France

Local SEO services for SMEs, creation and management of affiliate websites (up to 20K visits/month). 15+ sites built. Advanced SEO automation with Zennoposter: scraping, backlink building, automated site creation.

Skills

## **Technical SEO**

Site architecture, crawl & indexation, server log analysis, hreflang, Core Web Vitals, Schema.org, site migration & redesign, RegEx

## **Strategic SEO**

Keyword research, information architecture, link building, content strategy, SERP analysis, international SEO (multilingual, 12+ languages)

## **AI & Automation**

Prompt engineering, autonomous AI agents, LLM orchestration & RAG, AI content & image generation, Cursor, Claude Code, OpenClaw

## **Languages**

French (native), English (professional), Italian (bilingual)

Tools

Screaming Frog, OnCrawl, Ahrefs, Semrush, Majestic, Google Search Console, Google Analytics 4, SEOobserver, Monitorank, Kill Duplicate, GTMetrix, Scrapebox, Zennoposter

Education & Certifications

BTEC in Business & Marketing — IUT Nice Sophia Antipolis, 2012–2014 · Best internship report

A-Levels in Economics — Lycee Beausite, 2011–2012

OnCrawl Rocket Program · Google Digital Active