

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