

Selected SEO Portfolio (2012 - present)

| Industry            | Customer   | SEO activities  | Years          |
|---------------------|--|---|----------------|
| B2B<br>Software     | <a href="http://irion-edm.com">irion-edm.com</a>   | <ul style="list-style-type: none"> <li>● SERP and traffic analysis</li> <li>● On-Page Audit (Screaming Frog, Seozoom, Semrush, etc) and Redirections</li> <li>● Off-Page, link building and scouting</li> <li>● Search console &amp; analytics</li> </ul>   | 2020 - present |
|                     | <a href="http://datalog.it">datalog.it</a>   | <ul style="list-style-type: none"> <li>● Content Strategy &amp; Plan, Seozoom course</li> </ul>   | 2018-2020      |
| HR                  | <a href="http://jobfarm.it">jobfarm.it</a>   | <ul style="list-style-type: none"> <li>● Tailored SEO &amp; WordPress course</li> </ul>   | 2021           |
| Healthcare          | <a href="http://chirurgioplastica-riggio.it">chirurgioplastica-riggio.it</a>   | <ul style="list-style-type: none"> <li>● SEO Audit, content strategy and plan</li> <li>● WordPress restyling and migration</li> </ul>   | 2017-2019      |
|                     | NDA (pharma, Israel)   | <ul style="list-style-type: none"> <li>● Advanced SEO Audit and traffic analysis</li> <li>● URL mapping and migration</li> </ul>  | 2019           |
|                     | <a href="http://fondazioneveronesi.it">fondazioneveronesi.it</a>   |   | 2017           |
|                     | <a href="http://telodicemamma.com">telodicemamma.com</a>   | <ul style="list-style-type: none"> <li>● Tailored SEO &amp; WordPress course</li> </ul>   | 2021           |
| Real Estate         | <a href="http://residenzadelfuturo.it">residenzadelfuturo.it</a>   | <ul style="list-style-type: none"> <li>● Content Strategy and Plan</li> </ul>   | 2018           |
| Legal<br>& Security | NDA (forensics, Veneto)  | <ul style="list-style-type: none"> <li>● SEO Audit, redirections / URL mapping</li> </ul>   | 2020           |
|                     | <a href="http://indaginionline.com">indaginionline.com</a>   | <ul style="list-style-type: none"> <li>● SEO Audit</li> </ul>   | 2018           |
|                     | <a href="http://sparpaglione.it">sparpaglione.it</a>   | <ul style="list-style-type: none"> <li>● Content Strategy and Plan</li> </ul>   | 2018           |
| News & Events       | <a href="http://milanoweekend.it">milanoweekend.it</a><br><a href="http://romaweekend.it">romaweekend.it</a><br><a href="http://marcheweekend.it">marcheweekend.it</a><br><a href="http://bolognaweekend.it">bolognaweekend.it</a><br><a href="http://firenzeweekend.it">firenzeweekend.it</a> | <ul style="list-style-type: none"> <li>● SERP and Traffic Analysis</li> <li>● On-Page Audits (Screaming Frog, Seozoom, Semrush, etc) and Redirections</li> <li>● Off-Page, link building and scouting</li> <li>● Tailored SEO Courses for Newsrooms</li> <li>● SEO negotiation with agencies &amp; suppliers</li> <li>● Search Console &amp; Analytics</li> </ul> | 2012 - present |
| News & CSR          | <a href="http://osservatoriodiritti.it">osservatoriodiritti.it</a>   | <ul style="list-style-type: none"> <li>● Tailored SEO Courses for Newsrooms</li> <li>● Regular SEO Audits (biannual)</li> <li>● Content Strategy and Plan</li> <li>● Search Console &amp; Analytics</li> <li>● WordPress restylings, migrations, redirections</li> </ul>  | 2019           |
| News & Food         | <a href="http://informacibo.it">informacibo.it</a><br><a href="http://elior.it">elior.it</a><br><a href="http://sfizioso.it">sfizioso.it</a><br><a href="http://agricolaguidi.com">agricolaguidi.com</a><br><a href="http://famelici.it">famelici.it</a>                                       |   | 2018-2020      |