

VALERIO FRANCESCO ALOI

Senior On-Page SEO Specialist | iGaming, AI Search & Client-Facing SEO Strategy

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PROFILE

Senior on-page SEO specialist with nearly 5 years owning content architecture and technical execution for large-scale, highly competitive iGaming sites at LeoVegas Group. I've operated with full autonomy across 6 markets — proactively identifying on-page performance gaps and mapping content opportunities to commercial goals, rather than waiting for a task list. I built a proprietary internal linking system from scratch (HTML/JS) across 5 markets, implemented structured data/schema markup across migrated page templates, and led content audits restructuring 1,000+ pages. I use AI/LLMs daily to scale on-page work: custom Python automation via Claude Code for audits and Core Web Vitals checks at scale, DataForSEO's AI Optimization API and Ahrefs integrations for semantic and competitive analysis, and active GEO/AEO practice — monitoring AI Overview, ChatGPT, and Perplexity visibility with Waikay to keep pace with generative search. I'm comfortable as a trusted advisor: presenting forecasts and business cases to senior, non-SEO stakeholders, and managing direct client relationships across my independent projects.

CORE COMPETENCIES

Enterprise On-Page SEO at Scale (iGaming) • Content Architecture & Topical Authority • Internal Linking Strategy (Multi-Market) • Structured Data & Semantic SEO • AI/LLM-Powered SEO Workflows (Claude Code, Python) • AI Search & GEO/AEO Visibility (Waikay, DataForSEO) • Content Audits & Optimisation at Scale • Client-Facing Communication & Stakeholder Management • Autonomous Ownership & Cross-Functional Collaboration

EXPERIENCE

LeoVegas Group

Aug 2021 – Jun 2026

Senior SEO Specialist — On-Page, Content Architecture & AI Search (6 Markets) — Sliema, Malta (2021–2022); Remote from Catania, Italy (2022–2026)

- Owned on-page SEO and content architecture across 6 markets (Italy, Germany, Austria, Spain, Netherlands, New Zealand) with full autonomy — proactively identifying on-page performance gaps and content expansion opportunities rather than working from a fixed task list.
- Built a custom internal linking system from scratch (HTML/JS) covering 5 markets — URL formatting rules, live/casino branching, and template generation — to make internal linking systematic at scale rather than ad hoc.
- Implemented structured data/schema markup across the games category and all migrated page templates, and led the on-page/architecture side of 4 international CMS migrations (New Zealand, Austria, Italy, Spain).
- Grew Italy's unbranded organic clicks **from 4,000 to 30,000/month (+650%)** and built Germany's organic presence from zero to **6,000+ monthly unbranded clicks**, including a pillar content strategy generating **40% of the German site's total unbranded clicks**.
- Ran content audits and prioritised optimisation opportunities across Italy, Germany, Spain, and Austria (**~1,000 pages, ~10% pruned/consolidated** on Italy's blog alone), mapping content decisions directly to commercial growth goals.
- Use AI/LLMs daily to scale on-page work: built custom Python scripts via Claude Code for batch technical SEO audits and Core Web Vitals checks across full page sets, and integrated DataForSEO (AI Optimization API) and Ahrefs via MCP for semantic and competitive analysis.
- Actively practise GEO/AEO — monitoring and optimising visibility on Google AI Overviews, ChatGPT, and Perplexity with Waikay — to keep pace with generative search and AI-driven discovery.
- Acted as a trusted advisor to senior, non-SEO stakeholders: presented realistic long-term traffic forecasts and business cases for new project investment decisions.
- Directed 6+ external content agencies on a €100k annual budget, coordinating with content, technical, and editorial teams to keep on-page execution aligned with strategy.
- *Tools: Google Search Console, GA4, Screaming Frog, Ahrefs, Semrush, Sistrix, JetOctopus, Tableau, Jira, Confluence, Waikay, DataForSEO, Claude/Claude Code.*
- *Role concluded in June 2026 as part of a company-wide restructuring (mass layoff), not performance-related.*

Independent Web & SEO Projects

2024 – Present

SEO & Web Design — Catania, Italy (remote)

- Serve as the direct point of contact for SEO strategy and on-page execution across independent client websites, translating audits and recommendations into terms non-technical stakeholders can act on.

- Most recently grew organic traffic for clinicavrcatania.it (pediatric rehab clinic) **by 100%** over the last 6 months through E-E-A-T-relevant content and differentiated schema markup (MedicalWebPage, FAQPage).

EDUCATION

MSc Marketing, Glasgow Caledonian University

2020 – 2021

BA (Hons) International Events Management, Glasgow Caledonian University

2015 – 2019

CERTIFICATIONS & LANGUAGES

Technical SEO Certification • Contentsquare Certified (CRO/Behavioral Analytics) • Web Development (HTML/CSS/JavaScript)

Languages: Italian (Native) • English (Fluent/Bilingual) • Spanish (Professional Working)