

Aires Loutsaris SEO Consultant

About me

I don't promise number one rankings like the others, I promise an Increase in ROI, Revenue and Organic Search Traffic.

Need SEO? Contact me.



EXPERIENCE

- ▶ Over 15 years of SEO experience
- ▶ Master's degree in Engineering and a Postgraduate Certificate in Business Administration
- ▶ Performed SEO for the likes of:

Trouva, PokerStars, NectarSleep (**Fastest Growing eCommerce Site for 2018/2019**), Fashion Eyewear, Pearson Group, Kings College University of London, University of Hull, The Open University and Barnardo's (among others).

- ▶ Distinction in Google Advertising Fundamentals Exam (**94%**)
- ▶ SEO Lecturer at London College of Fashion
- ▶ Online SEO Course on Udemy with over 2.5k paying students
- ▶ Performed SEO for all three universities I studied at:
 - ▶ The Open University Worldwide - openuniversity.edu
 - ▶ The University of Hull - hull.ac.uk
 - ▶ Kings College University of London - kcl.ac.uk

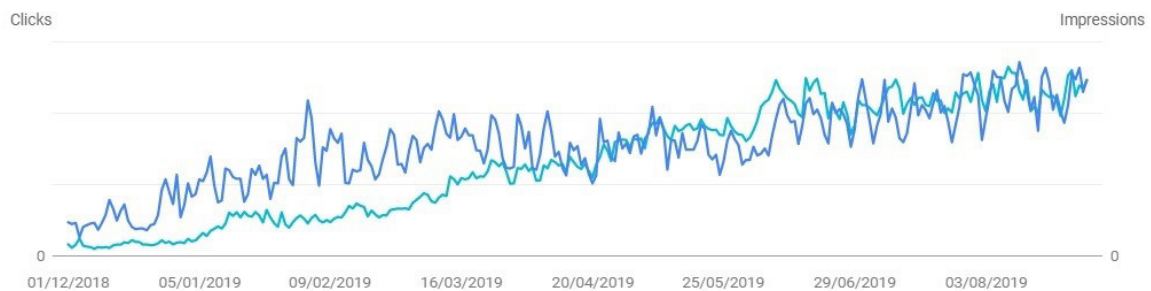


CASE STUDIES

[NectarSleep.co.uk](https://nectarsleep.co.uk)

After 9 months of focusing mainly on the offsite SEO of the site, search impressions have **grown 1400%** and organic search visitors from Google have **grown by 450%**.

SEO Tasks undertaken include Competitor Keyword Research + Content Plan and Backlink Acquisition.



[FashionEyewear.com](https://fashioneyewear.com)

Six months after focusing on the SEO we improved the site's search engine organic traffic by over **95 percent**.

SEO Revenue has grown from around **190 percent** which represents over seven figures' growth.

SEO Tasks undertaken include technical SEO, Competitor Keyword Research + Content Plan and Backlink Acquisition



CASE STUDIES

FeelGoodContacts.com

From Jan 2016 to Jan 2017 FGC's organic traffic stayed constant. From when I started SEO in Feb 2017 to July 2017 we increased:

- ▶ Organic traffic **increase of 150%**.
- ▶ SEO generated revenue represented around **100%** increase which is around seven figures.
- ▶ **40% increase** of top 100 Google rankings.
- ▶ The ranking of 'contact lenses' from page 2 to the top 2.

SEO Tasks undertaken include technical SEO, Competitor Keyword Research + Content Plan and Backlink Acquisition.

Channels

ALL » DEFAULT CHANNEL GROUPING: Organic Search

Jan 1, 2017 - Aug 7, 2017

Sessions vs. Select a metric

Sessions



Trouva.com

Organic Search Traffic **increased by over 2000%** and organic search revenue **increased by over 3000%**.

SEO Tasks undertaken include technical SEO and Backlink Acquisition.

Channels

ALL » DEFAULT CHANNEL GROUPING: Organic Search

Sessions vs. Select a metric

Sessions

