

Marko Miljkovic

Head of SEO | SEO & AEO Consultant

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SELECTED RESULTS

- 0 to 200,000+ monthly organic visitors on a fitness property built from scratch. 2.3M clicks, 12M impressions lifetime.
- Recovered a B2B marketplace from a December 2022 algorithmic penalty: +30% organic traffic within 6 months, 1.46M clicks, 436M impressions.
- Grew AI Overview citations from 2 to 39 across a 6-property portfolio in 4 months, with new content ranking in AI Overviews on publication.
- Ranked a single Reddit thread #1 for "online blackjack australia" (5.1K volume, KD 48), outranking established affiliate sites at DR 80+.
- Recovered a penalized Greek betting property with cloaked content, from a flat baseline to a 1.2K organic traffic peak within 5 months.
- 10x organic traffic and 5x lead generation on a legal site in a highly competitive sector.

ABOUT ME

SEO and AEO consultant with 9+ years across iGaming, B2B SaaS, affiliate marketing and e-commerce. I build SEO infrastructure that scales across multi-property portfolios, recover penalized and suppressed sites, and get content cited by AI Overviews, ChatGPT, Perplexity and Gemini.

Core competencies

Technical SEO audits | AEO & LLM visibility (AI Overviews, ChatGPT, Perplexity, Gemini) | Penalty diagnosis and recovery | Content strategy & brief systems | Keyword research & topical mapping | Link building | Reddit SEO | Schema markup | iGaming SEO | Team leadership | Remote team management

Tools

Ahrefs, SEMrush, Google Search Console, GA4, SEO Gets, Screaming Frog, Surfer SEO, DeepCrawl, Accuranker, Claude / ChatGPT, ClickUp, Google Sheets & Docs

WORK EXPERIENCE

Head of SEO - Veza Agency Network (VAN) | August 2025 - Present

- Lead SEO strategy across a 6-property portfolio (VezaDigital.com, ShadowDigital.cc, Hedrick.io, BeltCreative.com, Vezafy.com, veza.network) and manage a content team of writers and editors.
- Built full SEO infrastructure from scratch: 18-section content brief system, keyword research framework, Power Pages internal linking strategy, link building workflow and writer SOPs.
- Drive AI Overview visibility through an entity-first content approach and semantic structure that produces ranking on publication.
- Conduct technical audits, fix crawl issues, resolve cannibalization and implement structured data across all properties.

Key achievements

- **VezaDigital.com:** 13.5K clicks and 9.48M impressions at 17.5 average position since August 2025, plus +34 top-3 keyword rankings. First four months delivered +69% clicks and moved average position from 42.7 to 24.7.
- **Hedrick.io:** rebuilt a site with zero organic visibility to 331 clicks and 140K impressions in 90 days at average position 13.2.
- ShadowDigital.cc +130% clicks in 4 months; Vezafy.com +644% sessions since launch in October 2025.
- AI Overview citations from 2 to 39 across the portfolio in 4 months. Published 45 articles and built a 134-article roadmap.

SEO Consultant - iGaming & Affiliate Clients (NDA) | 2023 - Present

- SEO consulting for iGaming and affiliate clients across Romania, Czech Republic, Greece and Spain: technical audits, 90-day activation plans, hreflang implementation, redirect mapping and JSON-LD schema.
- Backlink profile analysis, anchor text ratio audits and toxic link identification to mitigate manual penalty risk. Content strategy and topical cluster frameworks for multilingual properties.
- Contract portfolio lead (January to August 2026): owned SEO strategy for roughly 20 active client domains across the DE, NL, SE, FI, GR, CZ, RO and ES markets, setting direction and QA'ing delivery through an in-house SEO analyst.

Key achievements

- **stoiximatikasetairies.info:** diagnosed and removed cloaked content on a suppressed Greek betting property, rebuilt the indexable layer, and lifted it from a flat baseline to a 1.2K organic traffic peak in five months.
- **CZ offshore casino vertical:** acquired an expired domain at a \$600 cost and launched it into a KD 50 head-term vertical from zero, reaching 174 clicks and 23.6K impressions at average position 11.9 within 90 days.
- **Czech betting affiliate:** +200% organic clicks and +204% impressions, Q1 2026 versus the June-August 2026 window.
- **Reddit SEO, r/blackjack:** a single thread ranked #1 for "online blackjack australia" (5.1K volume, KD 48) over DR 80+ affiliates, drawing 4,847 organic visits across 91 keywords.
- **Reddit SEO, r/beermoneyAus:** a single thread peaked at 3,365 ranking keywords, top 10 for "best online pokies australia" (27K volume, KD 72) and "online pokies" (34K volume, KD 69). Rankings held after the subreddit was banned.
- **Reddit SEO, r/gambling:** ranked #2 globally for "gates of olympus" (KD 80, 19K volume) below only Pragmatic Play, holding across six GEOs simultaneously.

Senior SEO Manager - **DesignRush (B2B Marketplace)** | June 2023 - June 2024

- Rehabilitated the site after an algorithmic penalty through technical, on-page and off-page audits, and led SEO strategy end to end while managing 3 SEO specialists, 2 editors and 3 writers.
- Authored team SOPs for keyword research, content optimization and internal linking.
- **Key achievement:** restored the site from the December 2022 algorithmic penalty, +30% organic traffic within 6 months. 1.46M clicks, 436M impressions.

Senior Technical SEO Specialist - **Catena Media** | 2021 - 2023

- Technical audits across a portfolio of iGaming and finance websites: redirect mapping, URL structure reviews, hreflang implementation, page speed audits, structured markup and plugin audits.
- Collaborated with development, product and analytics teams on algorithm update impact assessment and regular competitive audits.

Senior SEO Project Manager (Freelance) - **Legal / Attorney Site (NDA)** | 2020 - Present

- Own ongoing SEO operations for a legal website in a highly competitive sector, coordinating a remote team of SEO virtual assistants, content editors, designers and developers.
- Developed SOPs for on-page optimization, internal linking, cannibalization fixes and keyword tracking.
- **Key achievement:** 10x growth in organic traffic and a 5x increase in lead generation.

Co-Founder & SEO Lead - **OneFit.rs (Fitness)** | 2018 - Present

- Co-founded Serbia's fastest-growing fitness website, directing developers, designers, content creators and fitness professionals.
- **Key achievement:** grew organic traffic from zero to 200,000+ monthly visitors. 2.3M total clicks, 12M impressions.

SEO Consultant - **Kreativni Centar (E-commerce / Book Publisher)** | 2020 - 2021

- Devised and executed a comprehensive SEO strategy, managing a team of developers, content writers and editors.
- **Key achievement:** 45% increase in organic traffic in under 6 months.

SEO Manager - **Trinity Rank** | August 2016 - September 2020

- Managed multiple iGaming and finance websites concurrently, executing technical, content and on-page SEO audits plus internal and external link structure reviews.

SPEAKING & THOUGHT LEADERSHIP

Majestic SEO Podcast | September 2025 - Panelist on Reddit SEO strategy, community building and sustainable organic growth.

[Watch the episode](#) · [Majestic blog write-up](#)

SEO Advent Calendar - 2025 Predictions | December 2024 - Featured as Reddit SEO and AEO expert on UGC platform strategies, LLM visibility and Google's Reddit partnership.

[Watch the segment](#) · [LinkedIn post](#)

EDUCATION & LANGUAGES

University of Belgrade - Bachelor's degree, Traffic and Transportation Engineering

English: Full professional proficiency | Serbian: Native

Full case studies with Search Console and Ahrefs documentation available on request.