Nikoloz Cholobargia

Senior SEO Manager & Technical SEO Consultant

Helping businesses get found by the right customers — technical SEO, content systems, and visibility in AI-era search.



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1,350%
Organic growth for a UK iGaming platform — with 550% project-wide ROI in four months

474%
Organic traffic growth on an e-commerce brand campaign, at zero off-page spend

3×
Site traffic at Identomat inside six months, now past 10M organic impressions

11
Brands and platforms grown through organic search since 2022

PROFILE

I have been building organic search programmes since 2022 — across B2B SaaS, telecom, e-commerce, iGaming and B2B marketplaces. Today I lead search and digital marketing at **Identomat**, an AI identity-verification platform, where I **tripled site traffic inside six months**. I take sites from invisible to first position in punishing verticals: **1,350% organic growth** for a UK iGaming operator, and an e-commerce brand I pushed **above IKEA** in Australian search results. My focus now is where search is heading — AI Overview citations, LLM visibility, and agentic pipelines that automate content production. I ship the technical fixes myself in WordPress, so strategy never stalls in a dev queue.

EXPERIENCE

Senior SEO & Digital Marketing Manager at Identomat

MAR 2025 – PRESENT

AI identity verification & KYC/AML compliance platform — Tbilisi, Georgia / Champaign, Illinois

- **Tripled site traffic within six months** and grew organic search impressions past **10 million**, owning search and demand generation for a B2B compliance product sold into regulated industries and directing the marketing team across growth, content and positioning.
- Made Identomat a recurring cited source in **AI Overviews** for KYC/AML queries and grew brand visibility inside **LLM answers** — treating generative search as an acquisition channel rather than a threat to defend against.
- Building **agentic automation pipelines** for SEO content production, and built a custom **MCP server for analytics** giving the marketing team conversational access to performance data instead of dashboard hunting.
- Authored the team's **Wikipedia notability and submission playbook**, and ran a Google Ads campaign into the Ukrainian market driving registrations for a KYC/AML industry event.

Independent SEO Consultant · Freelance

FEB 2024 – PRESENT

Technical SEO, content strategy and search-led growth — e-commerce, iGaming, IT and B2B marketplaces

- Deliver crawl and indexation audits, site architecture, category-page content frameworks and client reporting — plus the WordPress build work when a client needs the site as well as the strategy. I work natively across Georgian- and English-language search rather than translating English keyword sets.

QuizBall HEAD OF SEO	Online multiplayer football quiz game. Ranked **first on every brand keyword within two weeks** of launch and drove **11k organic clicks** from the May 2026 launch; now expanding query and country coverage.	JAN 2026 – PRESENT
Floristi.ge	Flower e-commerce. Took target keywords into the **top 10**. A professional technical audit uncovered **malware that had sat undetected for six to seven months** — fixed it before Google issued manual actions. Also built the Georgian-language content programme and an AI prompt system that replaced product photography.	APR 2026 – PRESENT
SKYHI	Georgian IT company. Cleaned up a botched site rebuild, then rebuilt content: **all target keywords into the top 10**, with impressions and monthly clicks up **200–300%**.	MAR 2025 – DEC 2025

iTrade.ge	B2B procurement marketplace. Took target keywords into the **top 3** and generated roughly **2,000 organic clicks** within three months of joining the startup.	OCT 2024 – MAR 2025
iGaming platform (UK)	One of search's most competitive verticals. Delivered **1,350% organic growth**, ranked **340 target keywords**, and produced **550% ROI across the whole project** — not just SEO — in four months.	FEB 2024 – JAN 2025
Nos.ge	Sportswear e-commerce. Built the store from zero on WordPress/Elementor, then ran SEO: **first place on the main target keyword ever since**, averaging **1,500 organic clicks a month**.	FEB 2024 – SEP 2024

Senior Technical SEO Manager & WordPress Developer at Constellation

DEC 2023 – JUL 2024

- Ran technical SEO audits across the company's portfolio of brand websites, and built the blog systems and landing pages those programmes needed in WordPress and Elementor — diagnosis and implementation in one seat rather than a ticket queue.

SEO Manager at Megobari

SEP 2023 – DEC 2023

Swiss-Georgian e-commerce group

- Led search across three of the group's priority brands. One campaign delivered **474% organic traffic growth**, **90% more ranked keywords** and an **8% lift in conversion rate** — on **zero off-page spend**.
- Pushed one of those brands **above IKEA** in Australian search results for its target terms.

SEO Manager & Strategist at Silknet JSC

APR 2023 – SEP 2023

One of Georgia's largest telecommunications operators

- Grew organic traffic **30%** on a large single-page application with no server-side rendering — six months spent unwinding the cascade of crawl and indexation failures that architecture caused, before content work was even viable.

SEO Specialist → SEO Advisor at SocialBoost

OCT 2022 – JUL 2023

- Joined as an intern and within a month was leading technical SEO, on-page content and audits across the agency's client portfolio. Recruited away by Silknet six months in — SocialBoost kept the contract open and kept me on as Advisor for a further four months.

CORE SKILLS

TECHNICAL SEO	Crawl & indexation audits · Site architecture & internal linking · JavaScript SEO and SPA / SSR diagnostics · Malware detection and manual-action prevention · Structured data · Core Web Vitals · Migrations & redirect mapping
AI SEARCH & AUTOMATION	AI Overview citation strategy · LLM brand visibility (GEO / AEO) · Agentic content production pipelines · Custom MCP servers for analytics · LLM-assisted content operations
CONTENT, STRATEGY & GROWTH	Keyword and SERP intent research · E-commerce category frameworks · Editorial systems and briefs · Multilingual SEO (Georgian & English) · Brand-SERP and entity management · Google Ads · G2 review-platform strategy · Client reporting
BUILD & TOOLING	WordPress & Elementor development · Webflow (CMS, components) · HTML / CSS · JavaScript · Supabase · Figma · GA4 & Google Search Console · Crawlers and rank trackers

EDUCATION & CERTIFICATIONS

Bachelor's Degree, Digital Media & Communications — Georgian Institute of Public Affairs (GIPA), Tbilisi — 2018 – 2022

Diploma in Mass Communication. Final thesis on Web 3.0 and user-generated data — graded **100/100**.

CERTIFICATIONS	CS50: Introduction to Computer Science — Harvard (2023) · The Ultimate SEO Training — Udemy (2023) · JavaScript Algorithms & Data Structures — freeCodeCamp (2022) · Build Responsive Real-World Websites with HTML & CSS — Udemy (2022)
LANGUAGES	Georgian — Native · English — C1 · Russian — A1