

# ABOUT ME

**SENIOR SEO & PPC EXPERT**

**PETER SAWICKI**



# WHO AM I?

A strategic **SEO & Digital Growth Leader with 10+ years of experience** turning technical complexity into a competitive advantage.

I don't just manage campaigns; I architect end-to-end digital strategies that orchestrate technology, content, and data to **deliver measurable revenue growth** and market leadership for global enterprises.

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# MY SEO METHODOLOGY

## TECHNICAL SEO & SITE ARCHITECTURE

Diagnosing and resolving complex technical barriers that hinder search performance. A deep **understanding of HTML, CSS, JavaScript, and PHP** enables effective direction to enhance **crawlability, indexation, and Core Web Vitals**, building a solid foundation for organic growth.

**Primary Tools:** Screaming Frog, Google Search Console, Google PageSpeed Insights

**Supporting Platforms:** Ahrefs, SEMrush, DeepCrawl, Chrome DevTools

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## DATA ANALYSIS & INSIGHTS

Transforming **complex data into actionable strategies** through advanced analytics platforms like GA4, Looker Studio, and BigQuery. Integration of **behavioral data** from hotjar or Microsoft Clarity provides a holistic view of performance, connecting user engagement directly to business outcomes.

**Primary Tools:** Google Analytics 4 (GA4), Looker Studio, Google Search Console

**Supporting Platforms:** Microsoft Clarity, Hotjar, BigQuery, Google Tag Manager

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## CONTENT STRATEGY & TOPICAL AUTHORITY

Establishing **dominant topical authority** by architecting and executing comprehensive content ecosystems. This involves strategic content clustering, deep search intent analysis, and the systematic **implementation of E-E-A-T principles** to align with user needs and search engine quality standards.

**Primary Tools:** SEMrush, Ahrefs, Google Keyword Planner

**Supporting Platforms:** MarketMuse, Frase, Clearscope, AnswerThePublic

# MY PPC METHODOLOGY

## STRATEGIC FOUNDATION & ACCOUNT ARCHITECTURE

Precise account structures are built through thorough **keyword research, competitor analysis, and defined conversion models**. Each campaign is launched with clear business objectives and targeted audience segmentation.

**Primary Tools:** Google Ads, Microsoft Advertising, Google Keyword Planner, SEMrush

**Supporting Platforms:** SpyFu, Google Trends, Google Analytics 4, competitor analysis tools

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## DATA-DRIVEN OPTIMIZATION & TESTING

Systematic **A/B testing of ad variations, landing pages, and bidding strategies** conducted using conversion data. Performance is continuously monitored and optimized based on **key metrics including ROAS, CPA, and quality score**.

**Primary Tools:** Google Ads, Microsoft Advertising, Google Optimize

**Supporting Platforms:** Unbounce, Hotjar, Google Analytics 4, campaign management platforms

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## SCALING & AUTOMATION

Leveraging **automated bidding strategies and audience expansion tools** to scale high-performing campaigns. Implementing scripts and portfolio strategies to **maintain optimal performance** while expanding reach across marketing channels.

**Primary Tools:** Google Ads Scripts, Smart Bidding, Audience Manager

**Supporting Platforms:** Google Analytics 4, Display & Video 360, Search Ads 360

# METRICS THAT MATTER

STATISTICS AREN'T EVERYTHING, BUT THEY ARE  
A MIRROR OF A WELL-TARGETED STRATEGY.

OVER 10 YEARS  
OF EXPERIENCE

CROSS-INDUSTRY  
EXPERIENCE SCALED  
ACROSS GLOBAL MARKETS

GENERATED +2.5M  
YEARLY ORGANIC  
VISITORS VIA SEO

MULTILINGUAL  
MARKET EXPERTISE

65-400% ROAS  
IMPROVEMENT  
ACROSS CAMPAIGNS

# CASE STUDY: COSTA RICA DIVERS

## DIGITAL ECOSYSTEM LAUNCH

**ROLE:** HEAD OF WEB PROJECT DELIVERY & SEO STRATEGY

**PROJECT:** END-TO-END DIGITAL PRESENCE & SEO STRATEGY

**URL:** [HTTPS://COSTARICADIVERS.COM](https://costaricadivers.com)

Directed the complete digital transformation for a premier diving and eco-tourism operator, building their online presence from the ground up. This involved **architecting and launching a bilingual website** (English and Spanish) alongside a custom CRM system, establishing a unified brand and booking platform.

The strategy was not merely a translation but a full localization of SEO and content for each market. By independently cultivating topical authority in all three languages, the site successfully dominated niche search results for each locale, capturing high-intent divers and significantly increasing booking inquiries from these targeted, multilingual audiences.

Additionally, managed integrated PPC campaigns and supervised cross-functional teams of content specialists and developers to ensure cohesive brand messaging and technical excellence across all digital touchpoints.

### **Biggest Success: From Zero to Market Leader**

*Transformed a startup into the **industry-leading platform** through a data-driven digital strategy. The decisive move was **launching the Polish version** - a seemingly niche play that captured 100% of an untapped market.*

# CASE STUDY: U.S. DESTINATION MARKETING ORGANIZATIONS

**ROLE:** SEO & DIGITAL STRATEGY LEAD

**PROJECT:** MULTI-CLIENT PORTFOLIO OPTIMIZATION

**URL:** [HTTPS://TRAVELSANTAANA.COM](https://travelsantaana.com)

Spearheaded digital strategy for a portfolio of 15+ **U.S. DMOs and public sector clients**, focusing on measurable outcomes such as tourism engagement and local economic impact. Implemented a unified framework for technical SEO, content localization, and performance analytics across diverse government platforms.

As part of my portfolio, one representative example includes TravelSantaAna.com, where I developed and executed a comprehensive topical authority strategy for this U.S. destination marketing organization. The project involved creating a structured content map that systematically covers all aspects of the destination through interlinked content clusters addressing key tourist segments - from family attractions and outdoor activities to cultural events and local dining.

The implemented strategy has yielded exceptional results, significantly outperforming initial expectations. The methodical approach to content architecture has established TravelSantaAna.com as the definitive digital resource for Santa Ana tourism, demonstrating measurable improvements in organic visibility and user engagement across all targeted search categories.

**Biggest Success: Building Trust Through Results**

# CASE STUDY: AIRASIA.COM

## SCALING MULTILINGUAL SEO ACROSS SOUTHEAST ASIA

**ROLE:** SEARCH OPTIMIZATION & WEB PERFORMANCE SPECIALIST

**PROJECT:** MULTILINGUAL TRAVEL CONTENT PLATFORM

**URL:** [HTTPS://AIRASIA.COM](https://airasia.com)

Drove SEO strategy for AirAsia's travel platform across 6 competitive Southeast Asian markets, managing the complex interplay between content, localization, and technical performance. The challenge was to maintain brand consistency while optimizing for diverse linguistic and search behaviors across different countries.

The strategy was not merely a translation but a full localization of SEO and content for each market. By independently cultivating Implemented a scalable localization framework that synchronized editorial, translation, and SEO teams.

This included developing market-specific keyword strategies, establishing structured data standards, and leading Core Web Vitals optimization across all language versions. The initiative resulted in a 40% improvement in organic visibility for key destination pages and a 25% reduction in mobile page load times, significantly enhancing user experience and search performance across all target markets.

**Biggest Success: Unifying 6 Markets Under One SEO Strategy**

# LET'S CONNECT!

**These case studies offer a glimpse into the diverse markets and complex challenges I've navigated throughout my career. However, they represent just a fraction of my experience and capabilities.**

**I am confident that my strategic approach can deliver similar results for your organization, and I would be delighted to discuss how in a personal conversation.**

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