

<name/>Giacomo Bucciattini



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</personal_info/>

<professional_info/>

<years_of_experience/>

6 years+

<survived_as_freelance/>

6 years+ (ongoing, hopefully)

<budget_media_spent/>

Over 6 Million Euro

<project_managed/>

Over 50 projects

</professional_info/>

<other_info/>

<avg_meeting_duration/>

15 minutes

<preferred_strategy/>

"Depends"

<keywords_excluded/>

Uncountable

<3_words_description/>

karate, rugby, ecology

</other_info/>

[Schedule a meeting >](#)

<profile/> SEO, Google Ads and Web Analytics Consultant

My professional expertise comes from 6 years of hard work and the experience gained managing SEO and Google Ads projects which involve multiple marketing principles and hard skills. I managed over 50 projects spending over 6M€ on Google Ads. I am in charge of several successful local, national and multilingual SEO and Google Ads projects.

I'm not a salesman, i am more of a nerd than a marketer.

<my job and everyday tasks/>

My expertise is on SEO, Google Ads, Web Analytics and Data Visualization. What i really like about my job is digging into data to find relevant insights and use them to optimize and propose strategies. Well, at least that was true until GA4 lol

<SEO/>

- Industry analysis
- Technical audit and optimization
- Content strategy planning
- Competitor analysis
- UX and Core Web Vitals audit

<Google Ads/>

- Optimization and management
- Search intent analysis and segmentation
- Foreign markets testing
- Custom audiences design
- Conversion rate optimization

<Web Analytics/>

- Measurement planning
- Custom GTM setup
- Data analysis

<Data Visualization/>

- Custom Looker Studio report design
- Business intelligence dashboards design
- Find and fix discrepancies

<tools and hard skills/>

<tools/>

- Google Ads
- Google Analytics 4
- Google Tag Manager
- Google Looker Studio
- Server Side Tracking

<other tools/>

- Comparison Shopping Services
- Feed Management tools
- Programmatic Adv
- HTML / Javascript

<hard skills/>

- SEO
- SEM
- Web Analytics

<other skills/>

- Content Marketing
- Funnel marketing
- Link Building

