

## Curriculum Vitae

# Kai Priestersbach

Online Strategy & SEO Consultant

Rosenweg 12, 97903 Collenberg, Germany

## AREA(S) OF EXPERTISE

Kai Priestersbach is the owner of the boutique consulting firm SEARCH ONE and currently works as Freelance Online Strategy Consultant for the eology GmbH located in Volkach. He has 14 years of experience in the field of online marketing and web development. He is specialised in search engine optimisation, especially in developing and implementing sustainable SEO strategies.

He is regularly invited to lectures on SEO and related topics at colleges and universities. In addition, he published numerous articles in professional journals. In the last eight years he gave more than 20 talks as a speaker on SEO and online marketing conferences in Germany and Austria. As an enthusiastic podcaster, he founded the online marketing podcast 'OnlineRadar' in 2010. In 2013 he joined forces with the journalist Eric Kubitz, publishing podcasts on the termfrequenz online marketing podcast network.

## QUALIFICATIONS

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|------------------|---|
| <b>2012-2017</b> | <b>Bachelor of Science in E-Commerce</b><br>University of Applied Sciences, Würzburg-Schweinfurt                            |
| <b>2005-2007</b> | <b>Digital and Print Media Designer, Design and Technology (IHK)</b><br>Professional school centre Alois Senefelder, Munich |

## CAREER

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|---------------------------|--|
| <b>Jan 2012 - Present</b> | <b>Owner, SEARCH ONE, Munich and Collenberg</b><br>Independent SEO consulting for clients like: <ul style="list-style-type: none"><li>• united vertical media GmbH, Nuremberg (sanego.de, imedo.de &amp; aerzte.de)</li><li>• Vision Net AG, Munich (jolie.de &amp; maedchen.de)</li><li>• PAESSLER AG, Nuremberg (paessler.com)</li><li>• jameda GmbH, Munich (jameda.de)</li><li>• immoverkauf24 GmbH, Hamburg (immoverkauf24.de)</li><li>• CHECK24 Vergleichsportal GmbH, Munich (check24.de)</li></ul> Development and advancement of SEO-driven affiliate publisher models. |
| <b>Mar 2015 - Present</b> | <b>Online Strategy Consultant, Freelancer, eology GmbH, Volkach</b> <ul style="list-style-type: none"><li>• Lead strategy consultant organic search for dastelefonbuch.de (Deutsche Tele Medien GmbH, Frankfurt).</li></ul>  |

- Strategy consultant organic search for telekom.de (Telekom Deutschland GmbH, Bonn).
- Internal training and further education of eology's employees.
- Speaking at conferences and business development for eology GmbH. Nomination as Best SEO Agency at the German Search Marketing Award SEMY in 2017 and 2018.

**Sep 2018 - Present**

**Guest Lecturer, University of Applied Sciences, Würzburg-Schweinfurt**

- Guest Lecturer on the 'Professional SEO' module (FWPM) for Bachelor of Science in E-Commerce.
- Guest Lecturer on 'Machine Learning 101' in the Business Intelligence module for Bachelor of Science in E-Commerce.

**Mar 2015 - Present**

**Lecturer, 121WATT GmbH, Munich**

- Lecturer on 'Technical SEO' module for Certified-Digital-Marketing-Manager (SHB).
- Lecturer on 'Advanced SEO' module for Certified-Digital-Marketing-Manager (SHB).
- Lecturer on Inhouse SEO Seminars for several clients.

**Mar 2012 - Dec 2014**

**Lecturer, afs – Akademie für Fortbildung in Suchmaschinenoptimierung GmbH, Berlin**

Lecturer on 'Keyword Databases and Keyword Research Tools' module for Certified Search Engine Optimiser (afs-certificate / ZFU approved course).

**Feb 2011 - Dec 2011**

**Inhouse SEO Manager, jameda GmbH, Munich**

Development of sustainable SEO strategies. SEO consulting and providing support for the web development department during the website relaunch for jameda.de.

**Oct 2009 - Dec 2010**

**Senior Consultant Online Marketing, Blue Summit Media GmbH, Munich**

SEO Consulting for clients like Schott Solar AG, E-Plus Mobilfunk GmbH (eplus.de & base.de). Professional support for the sales department. Preparation and execution of pitches and tenders.

**Apr 2008 - Sep 2009**

**Web Developer Front-end & SEO, AUVICA GmbH, Munich**

Development and implementation of front-end templates for MTV Rookie based on the video CMS ViMP and the PHP Framework Symfony.

**Jun 2007 - Apr 2008**

**Media Producer, die multimedia schmiede GmbH, Munich**

Conception, realisation and project management of the production of multimedia websites and related digital media. Focused on front-end development (xHTML, CSS, JS), Flash (AS2) and back-end programming (TYPO3 / PHP) as well as search engine optimisation (SEO).

Jun 2007 -  
Apr 2008

**Junior Media Producer, die multimedia schmiede GmbH, Munich**  
Web design, front-end development, HTML, CSS, JS, DTP, TYPO3, SEO

## PUBLICATIONS

- Priestersbach, K. 'Erfolgreiche Websites – Best Practices für Online-Marketing, Social Media, Web Analytics, Newsletter, Google AdWords u.v.m.', *Galileo Computing, Bonn ISBN 978-3-8362-3547-1*
- Priestersbach, K. 'Content-Audit done right - Teil 2/2' *Website Boosting Magazin Issue 51, Hotspot Verlag GmbH Würzburg*
- Priestersbach, K. 'Content-Audit done right Teil 1/2' *Website Boosting Magazin Issue 50, Hotspot Verlag GmbH Würzburg*
- Priestersbach, K. 'Neuronale Netze verstehen - Wie? Einfach ausprobieren!' *Website Boosting Magazin Issue 42, Hotspot Verlag GmbH Würzburg*
- Prof. Dr. Fischer, M., Priestersbach, K. 'SEOkomm Salzburg' *Website Boosting Magazin Issue 41, Hotspot Verlag GmbH Würzburg*
- Prof. Dr. Fischer, M., Prof. Dr. Aubele, Tobias, Priestersbach, K. 'RankBrain - Googles neue AI-Superwaffe?' *Website Boosting Magazin Issue 36, Hotspot Verlag GmbH Würzburg*
- Priestersbach, K. 'Interne Verlinkung 2.0 - Teil 2: Konzepte, Tools und Best Practices' *Website Boosting Magazin Issue 31, Hotspot Verlag GmbH Würzburg*
- Priestersbach, K. 'Interne Verlinkung 2.0 - Teil 1: Bessere Usability = bessere Rankings' *Website Boosting Magazin Issue 30, Hotspot Verlag GmbH Würzburg*
- Priestersbach, K. 'Mit Best Practices zur erfolgreichen Online-Marketing-Strategie?' *Website Boosting Magazin Issue 25, Hotspot Verlag GmbH Würzburg*
- Priestersbach, K. 'SMX Advanced Seattle: Die Search-Marketing-Konferenz für Fortgeschrittene' *Website Boosting Magazin Issue 21, Hotspot Verlag GmbH Würzburg*
- Priestersbach, K. 'Local U Advanced in Seattle - ein ganzer Tag rund um die lokale Suche' *Website Boosting Magazin Issue 21, Hotspot Verlag GmbH Würzburg*
- Alpar, A. et al. 'SEO auf Deutsch!: 33 Köpfe der Suchmaschinenoptimierung aus dem deutschsprachigen Raum geben ihren Werdegang und wertvolle Tipps preis', *AKM3, Berlin*

## SELECTED ARTICLES

- How to win an SEO Contest (english) <https://medium.com/@seokai/how-to-win-a-seo-contest-778e120e93b4>
- So finden Sie Themen, die nicht (nur) Google helfen <https://blog.hubspot.de/marketing/content-marketing-blogging-tipps>
- SEO und Markenaufbau in Start-ups <http://www.starting-up.de/marketing/seo/seo-und-markenaufbau-in-start-ups.html>

## LECTURES IN GERMAN

- SEO is not dead! at *SEOkomm 2018 in Salzburg, Austria*

- Data Driven SEO at *OMKB 2018 in Bielefeld, Germany*
- Die richtigen Worte finden: Keyword Research und Suchmaschinentexte at *SMX 2018 in Munich, Germany*
- 7 Wahrheiten über Shop-SEO und Usability at *Shop Awards 2018 in Munich, Germany*
- Data Driven SEO – Mit schlaun Analysen die richtigen Hebel identifizieren at *SEOkomm 2017 in Salzburg, Austria*
- E-Commerce mit Google – SEO für Onlineshops at *Meet Magento 2017 in Leipzig, Germany*
- RankBrain – Gegenwart, Ausblick und die Bedeutung für SEO at *SEOkomm 2016 in Salzburg, Austria*
- Perfekte Ladezeiten und SEO-Hosting für Speed-Freaks at *SEO Day 2016 in Cologne, Germany*
- SEO für Onlineshops at *OMT 2016 in Wiesbaden, Germany*
- The Future of Search at *Meet Magento 2016 in Leipzig, Germany*
- E-Commerce mit Google – SEO für Online Shops at *CO-REACH 2016 in Cologne, Germany*
- SEO für die lokale Suche – Local SEO für Filialisten und Franchises at *SMX 2016 in Munich Germany*
- RankBrain – Künstliche Intelligenz, Neuronale Netze, DeepLearning at *SEO CAMPIXX 2016 in Berlin, Germany*
- Sie sind eine etablierte Marke – aber sieht Google das auch so? at *SMX 2015 in Munich, Germany*
- Search Engine Friendly Design (SEFD) at *SMX 2015 in Munich, Germany*
- ‘Podcasts produzieren und veröffentlichen’ at *Inbound Marketing Day in Berlin, Germany*
- ‘Lokale Suchmaschinenoptimierung’ at *Augsburg University, Prof. Dr. Norbert Gerth*
- Local SEO – Erste Schritte at *SEOkomm 2014 in Salzburg, Austria*
- Maps & Metros – Überleben und Gewinnen mit lokaler Suche at *SMX 2014 in Munich, Germany*
- Ein Bild ist mehr wert als tausend Links at *SMX 2013 in Munich, Germany*
- SEO für archivierte Inhalte at *SMX 2013 in Munich, Germany*
- Die Macht der internen Verlinkung at *SEO CAMPIXX 2013 in Berlin, Germany*
- Dem Panda entkommen at *SEO CAMPIXX 2013 in Berlin, Germany*
- Keyword-Research Basics – Die richtigen Worte finden at *SMX 2010 in Munich, Germany*

## COMPUTER SKILLS

- **Front-end development:** HTML, CSS, JavaScript
- **Back-end development:** Java, PHP, MySQL, WordPress Core & API
- **SEO tools:** SISTRIX, Screaming Frog, SEOratio, Audisto, DeepCrawl, RYTE, Termlabs.io, semrush, Searchmetrics Suite, Xovi, metrics.tools, SEO Tools for Excel, HyperSuggest, SERanking, AntRanks, Scrapebox, Ahrefs, Majestic SEO, Developing custom SEO tools
- **BI & analytics:** Microsoft Excel, Powerpoint, Google Analytics, Google Data Studio
- **Graphics:** Adobe Photoshop, Illustrator & InDesign
- **DevOps:** Hosting, Webserver Configuration (Apache & NGINX), Logfile analysis