

# Olivier RIGAUD

## SEO Analyst

1989/02/05

25 rue Marceau 21000 Dijon (France)

+33 614 502 464

olivier.rigaud@edhec.com



## Studies

---

2009-2013 **EDHEC Business School** (Lille) – Master in Management / MSc Entrepreneurship

2007-2009 Entry exams preparation class (CPGE) - Lycée Carnot, Dijon

2007 Scientific baccalauréat (Lycée Carnot, Dijon)

Languages **French** (mother tongue) / **English** (fluent – TOEIC: 910) / **Spanish** (good)

Comp. skills Office + good Excel skills / Google Analytics / Web development (HTML, CSS, PHP, SQL, Javascript) / Wordpress

## Professional Background

---

2012

6 months

### SEO Consultant - AD Référencement (SEO Agency – 6 employees)

Advising clients in their SEO strategy :

- Audit
- Keyword research
- On-page SEO & optimization of website structure (microformats, internal linking, etc.)
- **Netlinking** (elaborating the linking strategy, link exchanges, posting on link networks & directories)
- Technical and marketing recommendations
- Acceptance tests
- Performance monitoring & reporting (using **Google Analytics & Excel**)

jan. 2012



jul. 2012

Major client: *atelierdeschefs.fr* (cooking website - 10 million visits/year - 10k€ budget). Microformats (recipes), internal linking, text optimisation, keyword research, competitor analysis, etc.

Main tools used:

- Google Analytics
- Google Webmaster Tools
- SEMRush
- SEOmoz
- Yooda SeeUrank
- Link Diagnosis

<p>2011 <i>6 months</i></p> <p><i>jul. 2011</i> ↓ <i>dec. 2011</i></p>	<p><b>SEO Analyst - Twenga</b> (Price comparator – 100 employees)</p> <p>Traffic analysis and monitoring of SEO indicators of Twenga websites for 6 countries via <b>Google Analytics</b> and <b>SAS</b> (60 million visitors in France, 160 globally / 95% of which comes from SEO).</p> <p>Reporting to the International SEO Director (Philippe Yonnet) and the Traffic Manager.</p> <p>Learned a lot by working with Philippe Yonnet (renown French SEO).</p> <p>Participated to a SEO meeting with the director of Twenga (Bastien Duclaux).</p> <p><b>Netlinking:</b></p> <ul style="list-style-type: none"> <li>• Dofollow blog comments</li> <li>• Forums</li> <li>• Partnerships (mailing, calling, negotiating, implementing)</li> </ul>
--	--

<p>2009 - 2012</p>	<p><b>Webmaster - Raid EDHEC</b> (Sports events organization – 40 organizers)</p> <p>Maintaining the website and designing new functionalities. 25,000 visits/year</p> <ul style="list-style-type: none"> <li>• Designed an online subscription system for 100 participants and a timing system for 200 participants.</li> <li>• Designed a new Internet website and its back-office (www.raidedhec.com).</li> <li>• Lot of time spent on <b>Google Analytics</b> and on learning and <b>practising SEO</b> (on-page optimization, creation of new sections of content, netlinking, etc.)</li> <li>• Non-branded SEO traffic: <b>2,200</b> (2010) =&gt; <b>10,300</b> (2012)</li> </ul>
----------------------------	---

## Other activities and hobbies

---

Sports	Hiking, running, swimming
Culture	<p><b>Music</b> : listening + playing the piano</p> <p><b>Litterature</b> : Vian, Borges, Camus, Murakami</p>