# Sedat Pehlivantürk

SEO Lead · Technical SEO & Automation

Istanbul / London · sedat@sedatpehlivanturk.com · sedatpehlivanturk.com · linkedin.com/in/sedatpehlivanturk

## PROFILE

SEO Lead who treats search as an engineering problem. I combine technical SEO with Python, APIs and workflow automation to build systems that scale: monitoring, indexing, content distribution and brand protection. Over 13 years in digital, including more than a decade running operations at a full-service agency, I've led strategy, paid media, content and teams alongside the technical side. Today my focus is technical SEO, AI search, search forensics and turning manual work into automated pipelines.

## EXPERIENCE

**SEO Lead** · PrimeBase *Feb 2026 – Present · Remote*

- Lead SEO across a portfolio of 4 brands, 20+ core websites and a wider network of supporting properties in global markets.
- Grew organic traffic ~10× and revenue ~30× across managed properties within six months, at a cost below 1% of the revenue generated.
- Built dozens of automations (Python, n8n, APIs) that take over repetitive SEO operations, letting a small team handle a workload that would typically need a far larger one.
- Drive technical SEO, indexation and site architecture across a large multi-site network.

**Head of Digital Operations** · Caretta Marketing Consultancy *Jan 2013 – Dec 2025 · Istanbul*

- Ran day-to-day operations of a full-service (360°) digital agency, covering strategy, SEO, paid media, content, social, web development and automation. Served 300 clients and led a team of 20.
- Owned marketing strategy, budgets and KPI reporting (GA4, GTM, Looker Studio), tracking ROI and ROAS for each account.
- Ran Google Ads and Meta Ads end to end (targeting, bidding, creatives, retargeting funnels) with a focus on lowering CPA.
- Built websites and landing pages on WordPress and other CMSs, including custom booking systems, form integrations and Core Web Vitals fixes.
- Connected websites, ad platforms and CRMs (incl. HubSpot) via APIs and webhooks, and introduced AI workflows (n8n, OpenAI/Gemini) for lead routing, content and reporting.

**Earlier:** Marketing Operations Intern, Özgörkey Holding (2010–2012) · Corporate Performance Intern, Çukurova Holding (2008–2010)

## SKILLS

| | |
|---|---|
| **SEO & Growth** | Technical SEO, Site Architecture, Indexation & Crawl Management, Search Forensics & Brand Protection, AI Search / GEO, Log File Analysis, Core Web Vitals, On-Page SEO, Keyword & Competitor Research, Content Strategy, Growth Marketing, Paid Media (Google & Meta Ads), CRO, Marketing Analytics, CRM & Lead Management, Team & Agency Management |
| **Engineering** | Python Automation, Workflow Automation (n8n, Make), API & Webhook Integrations, LLM API Integrations, Data Sync & CRM Pipelines, HTML, CSS, JavaScript, SQL, JSON, WordPress Development, Tag Management & Conversion Tracking, Git |
| **Tools** | Google Search Console, Screaming Frog, Ahrefs / Semrush, GA4, BigQuery, Sitebulb, Google Tag Manager, Looker Studio, PageSpeed Insights / Lighthouse, Chrome DevTools, Postman, GitHub, Claude, ChatGPT, Gemini, AI visibility tracking tools |

## PROJECTS

- **SERP Watch & Brand Protection:** 24/7 keyword and SERP monitoring that detects phishing, impersonation and abuse, then automatically files reports to ~20 security and abuse services, including Cloudflare, Google Safe Browsing and PhishTank.
- **Rapid Indexing Pipeline:** An automated workflow that combines ping services and indexing APIs so new pages get discovered and indexed faster.
- **Multi-Platform Content Distribution:** An AI-assisted pipeline that adapts each new post from WordPress or a custom CMS to the format of 30 platforms and publishes them all at once, building consistent brand presence and E-E-A-T signals.

## CERTIFICATIONS

Claude Certified Architect – Foundations (CCAR-F) · AWS Certified AI Practitioner · IBM Generative AI Engineering · GitHub Foundations · Google AI Essentials · Google Ads – AI & Advanced · Google Ads Core Certifications · Google Marketing Platform & Analytics · Fundamentals of Digital Marketing