

Andrii Stanetskyi

Head of SEO / Technical SEO Lead

Tallinn, Estonia | mail@stanetskyi.com | +372 5315 3699
stanetskyi.com | linkedin.com/in/stanetskyi-andrii

Technical SEO leadership across complex websites, international markets and large URL systems. Crawling, rendering, indexation, architecture, Python and AI automation.

Professional experience

Head of SEO / Technical SEO Lead

ALVADI OÜ | Full-time | Mar 2023 - Present

Owned SEO strategy and execution across a large international e-commerce ecosystem, covering technical SEO, international SEO, automation, analytics and organic growth.

- Led SEO strategy for an e-commerce platform with 20M+ pages across 41+ domains and 40+ languages
- Owned technical SEO architecture, crawling, indexation, internal linking, canonicalization and large-scale URL management
- Analyzed server logs and Googlebot crawl behavior to identify crawl waste, rendering issues and indexing bottlenecks
- Worked with SSR, JavaScript rendering and technical rendering diagnostics to ensure search engines received consistent, indexable content
- Built automated SEO monitoring and data pipelines using Python, GSC API, GA4, Apps Script and custom tooling
- Developed systems for monitoring and controlling 10M+ URL sets, including sitemap, deindexation and indexation workflows
- Led international SEO across multi-domain and multilingual markets, including hreflang, localization and domain architecture
- Processed large-scale GSC, SERP, keyword and log data to detect growth opportunities, crawl inefficiencies, cannibalization and semantic gaps
- Ran SEO experiments on large URL segments, validating changes before scaling them across the platform
- Worked cross-functionally with development, content and business teams to turn SEO strategy into scalable implementation
- Contributed to organic traffic growth of up to 10x through technical improvements, automation and experimentation

Andrii Stanetskyi

Experience & technical expertise

Independent SEO Consultant / Technical SEO Strategist

Self-Employed | Freelance | Sep 2013 - Oct 2025

Independent SEO consulting for businesses across technical SEO, e-commerce, international SEO and automation.

- Worked on SEO strategy, technical audits, migrations, site architecture, crawling and indexation, organic growth, analytics and scalable automation across different industries and markets.
- Engagements ranged from hands-on technical problem solving to long-term SEO strategy and advisory.

Technical expertise

Architecture & indexation

Technical audits, crawl budget, server log analysis, internal linking, canonicals, sitemaps, migrations and large-scale URL management.

Rendering & international SEO

CSR/SSR diagnostics, prerendering, hreflang, multilingual and multi-domain architecture, and programmatic SEO.

Automation & data

Python, JavaScript, Google Apps Script, GSC API, GA4, Ahrefs API, large-scale data processing, monitoring and AI-assisted workflows.

Strategy & implementation

SEO strategy, cross-functional delivery, controlled experiments, conversion optimization and trust signals, implementation validation.

Selected work

18 detailed case studies with original performance charts, implementation decisions and results:
stanetskyi.com/case-studies/.

Contact

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