linkedin.com/in/gianmaria-marinari
gianmaria.marinari@gmail.it
+39 338 5704740
Milan, Italy
seopills.it

Gianmaria Marinari

SEO Specialist · Web Content Editor · AI Solutions · Editorial, Technical & AI

SEO specialist since 2021, the last two and a half years in high-volume digital newsrooms. At **Corriere.it**, one of Italy's leading news sites, I work shifts with plural newsrooms: real-time optimisation for Search and Discover, SEO planning for events and special sections, trends suggest and data for editorial decisions. Previously, I was the SEO in-house at Editoriale Domus, managing technical and editorial SEO strategies for Quattroruote.it and Dueruote.it. Starting my career Editorial judgement, data and code; a growing focus on AI search and GEO. Having started my career just before the rise of LLMs, I had the chance to grow alongside them: I got familiar with the technology early and learned to build it into my everyday workflow.

EXPERIENCE

Corriere della Sera RCS MediaGroup
Jan 2026 — Present

SEOSpecialist(freelance)· Corriere.it

- Optimise headlines in real time across the national homepage, local editions and verticals, on journalists' request and proactively with keywords and trending topics.
- Work rotating desk shifts (central, verticals, local): monitor Search and Discover, optimise top stories, write shift handovers.
- Build the daily topic grid for the newsroom stand-up from Google Trends, Search Console and Chartbeat.
- Plan SEO for events, special sections, microsites and video channels: article clusters, URL architecture, metadata, structured data.
- Designed a Discover analysis framework; run post-event Search Console analyses; flag technical issues (AMP, canonicals, indexing).

Editoriale Domus
Apr 2024 — Jan 2026

SEOSpecialist · Quattroruote.it, Dueruote.it, Ruoteclassiche

- Ran technical and editorial SEO, including Quattroruote's car price guide and nesroom activities
- Added Schema.org markup for the domains.
- Built SEO-led calculators (road tax, luxury-car surcharge, ownership transfer); planned the "Motorcycle travel in Europe" section on Dueruote.it.
- Ran GEO analysis of brand citations in AI answers; integrated Webtrekk with Search Console; wrote an internal SEO newsletter for the editorial teams.

Keyformat s.r.l.
2021 — Apr 2024

Junior SEO & Web Content Editor

- Ran SEO audits for multi-sector and e-commerce clients; content marketing, link building and digital PR.
- Managed WordPress sites; tracked and reported organic performance.

SEO Pills independent consultancy
Alongside

SEO& AISearch Consultant

- Web consulting for a financial institution; press releases and positioning for tech companies (connected car, voice AI)

SKILLS

Editorial SEO
News SEO for Search, Socials and Discover

Technical SEO
Audits, crawling, CWV, AMP & indexing issues, HTML, CSS, structured data

AI search & GEO
citations on AI answers, impact of AI Overviews

SEO workflows with LLMs and agents

Linkbuilding, Digital PR and Guest Posting

TOOLS

Google Search Console · GA4 · Chartbeat · Google Trends · Marfeel, Semrush · Ahrefs · SeoZoom · Screaming Frog · Lighthouse / PageSpeed · Tag Manager · Webtrekk · WordPress · Brightedge, AEM Rank Math · Yoast · Similarweb

TEACHING

SEO and digital journalism
FashionEditor master's, IDI · 2026

EDUCATION

Coursework in Media & Sociology
University of Milan

Coursework in Economics
Università Cattolica, Milan

Scientific Highschool Diploma
Liceo Vittorino Bernini, Genoa

LANGUAGES

Italian — native
English — professional

EARLIER ROLES and EXPERIENCES

JECoMM Junior Enterprise
DigitalMarketingAssociate· 2020–2021

Fondazione Patrizio Paoletti
Fundraising Coordinator · 2019

Emergenza Festival
Regional finalist for international undergroud music contest · 2015-2016

Portfolio: selected case studies on pages 2–3 →

Portfolio

Selected case studies, 2024–2026

Work for a national news publisher is described without project names or internal data, for confidentiality.

01 SEO for Breaking news

NATIONAL NEWS PUBLISHER · HOMEPAGE, LOCAL EDITIONS, VERTICALS · 2025–PRESENT

CONTEXT	On a major story the newsroom publishes a package of pieces within hours — news, live blog, explainers, galleries, video — while search demand shifts minute by minute.
PROBLEM	Protecting and growing the organic visibility of one of Italy's leading national newspapers in a highly competitive news market. Here every story is a real-time race against the country's top publishers for traffic from Google Search, Top Stories and Discover.
STRATEGY	Continuous trend monitoring for the central desk, vertical newsrooms and local editions. Real-time headline optimisation based on actual search intent around the day's stories. News pieces, analysis, live blogs, photo stories and videos optimized to cover more queries and avoid cannibalisation
RESULTS	More competitive headlines and content across Search, Top Stories and Discover, especially on high-competition stories. SEO embedded in the newsroom's daily workflow, with shared editorial priorities every day. Major stories covered with coordinated article packages, capturing more queries without cannibalisation. Faster, data-driven editorial decisions, from the central desk to local editions.

Editorial SEO · Discover · Intent mapping

02 A framework for Google Discover

NATIONAL NEWS PUBLISHER · HOMEPAGE, LOCAL EDITIONS, VERTICALS · 2025–PRESENT

CONTEXT	Discover drives a significant share of traffic, but it is volatile and hard to read: there were no shared criteria for choosing headline and format.
PROBLEM	Editorial questions the data didn’t answer. One continuously updated live blog, or several separate pieces? How do you headline a day-two story when the main query has already peaked?
STRATEGY	A framework crossing Search Console, Chartbeat and Semrush by section and format. Working rules: day-two pieces get behind-the-scenes angles, not yesterday’s query. A topic grid — section, priority 1–3, seven-day history, editorial note — brought to the newsroom stand-up every morning.
RESULTS	Shared criteria with the newsroom for choosing format and headline; the topic grid has become the daily working tool of the stand-up meeting.

Disc ov er · Data analysis · Editorial workflow

03 Post-event diagnosis of a commerce cluster

NATIONAL NEWS PUBLISHER · COMMERCE & AFFILIATE SECTION · AMAZON PRIME DAY 2026

CONTEXT

For Prime Day I built the editorial calendar: a hub-and-spoke architecture of buying guides, cross-linking, keyword mapping on real Search Console queries, with a focus on tech.

PROBLEM

After the event, cluster clicks had fallen roughly three times as much as the site average versus the previous edition. We needed to know where and why.

STRATEGY

Page-by-page and query-by-query comparison of the two editions in Search Console; variability analysis on position and CTR; isolating the breaking points.

RESULTS

Three causes isolated: an impression collapse on the Top 10 guide, an underperforming live blog, uncovered high-CTR queries. On top of that, structural CTR compression from AI Overviews and SERP features, brand queries included. An 8-slide deck and query/page extracts as the baseline for the next edition.

Search Console · YoY analysis · AI Overviews · Hub & spoke

04 Automotive calculators and guide channel for EU touring

AUTOMOTIVE NEWS PUBLISHER · SPECIAL PROJECTS · 2025

CONTEXT

A major Italian automotive publisher with long-established car and motorbike titles. Most of the site's traffic came from car and motorcycle price guides: new models, second hand models and evergreen service content.

PROBLEM

News traffic is volatile: it spikes with the news cycle and drops just as fast. A whole area of year-round service searches was left uncovered, such as how much vehicle tax costs, how an ownership transfer works, what a car is worth or which rules apply when driving abroad. The site had no content for these queries, so the traffic went to institutional sites, specialist portals and competitors.

STRATEGY

Pairing news with evergreen service content, built to capture the searches people make all year round. I came up with and proposed two new sections:

- European driving guides: a mini-site with interactive maps, country-by-country traffic rules and a mobile-first experience.
- Interactive tools: car and motorcycle price guides, plus vehicle tax and ownership transfer calculators, based on official data from the Italian Ministry of Infrastructure and Transport.

RESULTS

The travel guides became a steady source of traffic for a section tied to news, making it less dependent on the news cycle.
The new calculators gave the car and motorcycle price guides a further traffic boost.
Both sections kept their relevance over time, never losing ground in search.

URL architecture · Structured data · SEO and UX