

Christopher Burdick

Berlin, Germany

csburdick@gmail.com

+491631336679

[linkedin.com/in/chrisburdick](https://www.linkedin.com/in/chrisburdick)

Summary

Since 2006, I've witnessed the evolution of SEO from simple keyword and link strategies to today's complex, user-focused landscapes.

Nowadays, search engine optimization (SEO) takes a multi-faceted approach combining technical optimization, content strategy, building topical authority, on-page optimizations, localization, and more, with a focus on user experience and a holistic off-page strategy involving more than just building backlinks.

And now, with AI tools like ChatGPT and Perplexity.ai making things even more complicated for businesses to get found organically, traditional SEO approaches like keyword research and link building simply aren't enough.

I have experience helping eCommerce businesses, publishing companies, local businesses, affiliate marketers, and agencies across several industries, including automotive, real estate, finance and investing, cybersecurity, consumer electronics, technology, and more. I'm fluent in WordPress and Shopify, and have worked across several other platforms and technologies.

I'm an avid world traveler, having traversed over 50 countries and six continents (guess which one is missing - it's not Antarctica!). I enjoy hiking, weight training, cycling, rock climbing, and yoga, and I have a particular affinity for locations with easy access to both mountains and the sea. I'm also interested in real estate, craft beer, good coffee, playing guitar, quantum physics, psychology, nutritional science, mental health, and good food.

Experience

Search Engine Optimization (SEO) Expert, Consultant, and Strategist

Freelance

Mar 2012 - Present (12 years)

Combining Search Engine Optimization (SEO) with User Experience (UX) strategy is critical for organic success.

I offer technical, on-page, and off-page SEO and Content Strategy consulting based on my 15+ years of experience in the field. Expertise in Technical SEO and Content Strategy, building topical authority, and website architecture, ensuring the website is crawlable and optimized for a seamless user experience.

Founder, CEO

Sep 2016 - Mar 2022 (5 years 7 months)

Lemur Bags is a line of socially-conscious, high-quality, stylish canvas bags that have one goal: to do everything possible to keep lemurs from becoming extinct. Lemur Bags donates 15% of profits to conservation efforts in Madagascar.

I started this business and sold it in 2022.

Founder, CEO

May 2006 - Feb 2022 (15 years 10 months)

Gearhead Media was an online publishing company with several digital properties in the automotive industry. I managed all activities related to Gearhead Media's automotive activities and properties, including Automoblog, AutoVision News, and more.

Skills required for this position include SEO, content strategy, partnership management, ad ops, web analytics, web development, server management, WordPress/CMS, affiliate marketing, and communications.

Technical Project Manager, Webmaster

Legend Corp

Jan 2014 - Mar 2017 (3 years 3 months)

Handled planning, creation, strategy, and execution of dozens of web properties. Duties included overall view and management of each website, UX, technical and internal SEO, CRO, content creation, and development of the website including HTML, CSS, Sass, Javascript, PHP, vBulletin, and Wordpress.

Skills

E-commerce SEO • Supply Chain Management • Social Entrepreneurship • Entrepreneurship • Strategic Partnerships • Management • Search Engine Optimization (SEO) • Off-Page SEO • On-Page SEO • SEO