Alex Rostovtsev



SEO & AI Search Specialist

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Australian permanent resident · full working rights

Profile

SEO & AI Search Specialist working with B2B SaaS, healthcare and service businesses. Grew an international neurosurgery practice's site 10x in organic traffic, to about 40 patient leads a month. Now I lead organic acquisition at Elfsight and Beamtrace, including making both show up when people ask ChatGPT and other AI assistants for a recommendation. Engineering background, so I treat search as a measurement problem. Australian permanent resident with full working rights.

More about my work at **alexros.tv/work**.

Experience

Elfsight – Search Engine Optimization Specialist

May 2025–present · Full-time

No-code website widgets and an AI chatbot, trusted by more than 3 million businesses and brands.

- SEO, content operations, authority building, link acquisition, and organic-growth research for an international B2B SaaS product.
- Find search opportunities and translate findings into content, site changes, outreach, and repeatable workflows.
- Build and improve internal processes for content production and SEO work, using automation where repetitive steps can be systematized.
- Coordinate guest contributions, publisher partnerships, and directory placements.
- Find out which websites ChatGPT and other AI assistants cite when people ask about products like ours, and get Elfsight onto those websites through link building.

Beamtrace – AI Visibility Specialist

January 2026–present · Part-time

AI-visibility platform (B2B SaaS, in the same category as Peec and Profound).

- Lead authority building for Beamtrace, starting with the websites AI assistants cite: reached the **Ahrefs DR 60** target in ~5 months at **30+ placements a month** (guest posts, publisher partnerships, directories), with **200+ referring domains** indexed by Google.
- Research how AI answer systems represent brands, select sources, surface competitors, and interpret information on the web.
- Turn AI search findings into product research, content strategy, and practical search recommendations.
- Investigate AI visibility at the source, citation, and prompt level.
- Develop research workflows for emerging questions where traditional keyword data is incomplete.

Dr. Kamran Aghayev – International SEO & Website Development

September 2023–present

International neurosurgery practice. Dr. Aghayev is a named inventor on 13 granted US patents, with 50+ published papers. I report directly to him.

- Own search strategy, site architecture, code, technical SEO, content, translation workflows, research, and measurement for kamranaghayev.com.
- Rebuilt the website in January 2024 and grew its **organic traffic 10x**: from approximately **2k/month in July–December 2022** to a monthly peak of approximately **21k in May 2025**.
- Built the eagle syndrome and jugular vein compression pages from scratch in January 2025; within four months they brought over 1,000 visits a month from Google. In December 2025 I split the combined page in two, because keyword data showed people search for the conditions separately, and redirected the old addresses. “Eagle syndrome” then rose from 4th–5th to **1st–2nd in Google US** (January–July 2026), and the new eagle syndrome page was the site’s most-shown in Google’s AI Overviews and AI Mode from May to October 2026. Details in the case study.
- In 2026, the website averages approximately **40 patient leads per month**, measured in HubSpot.
- Designed and launched **12 multilingual medical websites** across English, Turkish, Russian, and Arabic using condition-specific `.wiki` domains. The experiment is in progress.

Garpun – Content Manager

June 2022–May 2025 · Full-time

Marketing data platform that moves data between ad accounts, analytics systems and databases (SaaS).

- Wrote **30+ long-form research articles** on marketing automation, web analytics, and data infrastructure for a marketing audience.

Earlier Career – Geodetic & Civil Design Engineering

2007–June 2022

Geodetic Engineer and Lead Geodetic Engineer with earlier civil-design roles. Background in measurement, spatial data, engineering documentation, and CAD.

Selected Independent Work

- **SEO and AI-visibility audits** – I review what the main AI engines surface about the client’s business when asked typical buyer questions, compare that with the competitors, show the client’s share of voice and which sites the answers quote, and formulate a strategy to grow the client’s AI presence.
- **BLURSOR** – my AI visibility research site: plain-English write-ups of new research on how AI search picks sources, and a free AI crawler checker that AI assistants can run through WebMCP.
- **WROITER** – a deterministic (no AI) writing-analysis tool that flags AI-style patterns and suggests fixes; available to AI assistants via MCP.

Selected Writing

HostArmada – Can AI Read Your Page? Technical Checks for AI Crawlers

Anyleads – Audit Your B2B Website Like an AI Researcher

Adsy – AI Content Optimization in 2026: We Asked SEO Experts What Gets Cited

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Education

Saint Petersburg State University of Architecture and Civil Engineering
Engineer’s degree, Industrial and Civil Engineering · 2002–2007

Languages

Russian – native or bilingual proficiency
English – Superior (PTE Academic 89/90)