

Ignas Žiuraitis

Off-page SEO, digital PR and answer-engine optimisation

Kaunas, Lithuania (remote) | [linkedin.com/in/ignas-ziuraitis](https://www.linkedin.com/in/ignas-ziuraitis) | ziuraitis.io | youtube.com/@LTHRacing

Six years in off-site SEO and outreach across marketplaces, cybersecurity and health tech. I build authority that cannot be bought with ads: link acquisition, digital PR, community marketing, and now answer-engine optimisation. Currently leading the AI-search programme at Eneba, where I took organic visibility inside LLM answers from 0% to 20%.

Selected results

- **\$23,784 monthly organic revenue** from near zero in 6 months, on a global B2C proxy provider (under NDA). I owned all off-site SEO on the engagement; a partner agency ran technical and on-page. Programme ROI: 410%.
- **0% to 20% share of visibility in LLM answers** for Eneba, built from zero.
- **Average position in LLM answers from 7.0 to 4.5**, tracked per prompt cluster.
- **0 to 9,000 users in 6 months with no ad budget** at Fiestos, an events marketplace I co-founded.
- **Domain rating 68 to 70 and doubled product traffic** at Tesonet.
- **Built and led a 4-person outreach team** at Kilo Health within four months of joining.

Experience

AEO & Online Reputation Specialist, Eneba

June 2026 – present | remote

- Lead the AI-search programme: built it from zero and scaled organic visibility inside LLM answers from 0% to 20%.
- Moved average keyword position in LLM answers from 7th to 4.5th through prompt-level tracking and data-driven optimisation.
- Own online reputation across review platforms, fixing issues at the source rather than only responding to them.
- Run social campaigns built to be picked up by both people and language models.

Marketing Specialist, Eneba

February 2025 – June 2026 | Kaunas

- Executed off-site SEO: secured high-quality backlinks through article placements on authoritative websites.
- Identified and acquired backlink opportunities from high-tier domains to strengthen domain authority and rankings.
- Supported digital PR by coordinating content placements and outreach campaigns.
- Created and distributed content across Reddit, Quora, Facebook groups, niche forums and review platforms to drive organic traffic and brand visibility, within each platform's rules.

Off-Site SEO Manager, Kilo Health

December 2022 – July 2023 | Vilnius

- Promoted from specialist within four months; led a team of four.
- Fully responsible for off-site SEO across the product portfolio, plus the entire outreach and affiliate flow.
- Invented and executed new outreach tactics when standard channels stopped scaling.

Off-Site SEO Specialist, Kilo Health

August 2022 – December 2022 | Vilnius

- Ran multi-channel outreach campaigns and daily partnerships with webmasters and third parties.
- Contributed to doubling product organic traffic and increasing domain authority.

Off-Site SEO Outreach Specialist, Tesonet

January 2022 – August 2022 | Vilnius

- Doubled product traffic and raised domain rating from 68 to 70.
- Built and ran outreach campaigns across several channels; sourced and qualified leads daily.

Affiliate Manager, SEO Outreach Specialist, Partnerships Development Executive, Whatagraph

March 2021 – September 2021 | Vilnius

- Three roles in seven months at a marketing reporting SaaS.
- Delivered six-figure annual value to media agencies by helping them aggregate marketing channel data and report ROI in one platform.

Business Development Manager, ChatMarketing.It

March 2020 – May 2020 | Lithuania

- First commercial role: built the lead sourcing approach and outbound workflow from scratch. Ended when COVID closed the pipeline.

Own projects

Founder, LinkPro

April 2024 – present | side practice, outside full-time hours

- Off-page SEO practice: link acquisition, article placements and digital PR across several client projects.
- Vet every domain personally and own the resulting backlink profile.

Owned all off-site SEO on the engagement that reached \$23,784 in monthly organic revenue.

Co-founder and host, LTH

2026 – present | youtube.com/@LTHRacing

- YouTube channel built to grow the Lithuanian sim racing community and get more people racing.
- Plan content, write scripts and present on camera. Run it with one co-founder.

0 to 700 subscribers and counting, in a language market of under three million people.

Co-founder, Fiestos

June 2023 – September 2024

- Events marketplace aggregating local events, with a calendar integration that replaces the events section a website would otherwise maintain.

0 to 9,000 users in 6 months, with no budget.

Co-founder and CMO, StatusArea

July 2022 – January 2023

- Platform to unify status updates across a company, built evenings and weekends.

150+ user interviews at a 27% reply rate and 24% call rate, including people from Oracle, Stripe, Wix and Okta. Won the Imaguru hackathon with the idea.

Tools and skills

Search and backlinks	Ahrefs, Semrush, Google Search Console
AI search visibility	Peec.AI, plus my own tracking on top of it
Analytics and reporting	Google Analytics 4, Google Tag Manager, Looker Studio, Google Trends
Reputation	BrandMentions, Google Business Profile, review platforms
Multi-account operations	Linken Sphere
Skills	Off-page SEO, link acquisition, digital PR, outreach at scale, answer-engine optimisation, LLM visibility tracking, community marketing, affiliate and partnership management, team leadership
Languages	Lithuanian (native), English (full professional)

When the tool that would scale me does not exist, I build it with AI.

Education and volunteering

Vilniaus Kolegija / University of Applied Sciences, marketing, 2021–2024. Studied but did not graduate: by then I was already leading off-site SEO for a four-person team.

Esports event coordinator, InfoSA (2015–2020) and VIKO EIF student council (2016–2021). Coordinated ten CS:GO and League of Legends tournaments and leagues, including BetaLan, Omega LAN, GameON, InfoShow and BEL Season 2.