Martin Laville

SEO and Automation · Malta

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In six months, on my own, I took a new site, tcginvest.io, from 0 to 140,000 Google impressions a month, all organic. I build the site, the data pipelines and the AI tools, then rank them. Every result below happened between May and November 2026. Next: the same for a team in Malta, part-time or on contract.

141,021
organic Google impressions a month, with 1,782 clicks, from 0 in May

4,087
searches on page one, 1,302 in the top 3

1.66M
YouTube views on 4 documentaries

5x
Google reviews a month for a client restaurant

Experience

Founder, TCGinvest tcginvest.io — 2026 to now

- Built and ranked a new Pokémon card price platform alone: 0 to 141,021 Google impressions and 1,782 clicks a month in six months, all organic, with an Ahrefs Domain Rating of 7.
- Daily data pipelines pricing 53,000+ cards from three markets (Cardmarket, TCGplayer, PriceCharting), checked against each other.
- 23,251 pages generated from the data, plus data articles that rank (a 948-card Europe vs US price study); 1,924 pages showing on Google in 28 days.
- Shipped an AI card scanner (a photo of a binder page becomes identified, priced cards) and an Android app on Google Play.

Founder, Kaizen Digital kaizenbot.cloud — 2026 to now

- SEO, Google Business Profile and AI search visibility for restaurants in Malta, reported on a live dashboard I built for each client.
- Gozitan Restaurant, St Julian's: Google reviews from about 50 to 244 a month, rating 4.5 to 4.6 after three years, viewers asking for directions from 2.5% to 5.9%, and 3rd to 1st in ChatGPT for "best traditional Maltese restaurant in St Julian's".
- San Giovanni, Valletta: Google reviews from 31 to 222 a month, rating 4.1 to 4.2.
- Designed and built websites: Capital Circle (a crypto membership) and Pitch.mt (a Malta property brand).

Creator, One Player Once YouTube — 2026

- Esports documentary channel: 1.66M views on 4 videos, the top one at 973,058 views.
- Built the production pipeline (research, script, voice, footage, edit) and used the YouTube Analytics API to improve hooks and retention.

Skills

SEO	Technical SEO, programmatic SEO, Google Search Console and its API, Ahrefs, structured data, local SEO, AI search visibility (ChatGPT, Gemini, Perplexity), content from data
Automation	Python, JavaScript, SQL, scrapers and APIs, scheduled pipelines on a Linux server, nginx, Cloudflare
AI	Claude, Gemini and OpenAI APIs, AI vision, AI-assisted development
Web and video	Website design and build, React, FastAPI, Android apps, Remotion, CapCut
Languages	French (native), English (fluent), Italian (basic)
Interests	Chess, rated 1,400

Education

Abertay University

Bachelor's degree, Business Management
Abertay University, Dundee, Scotland

International Baccalaureate
Canadian International School, Bangalore, India

References from clients available on request. Numbers from Google Search Console, Ahrefs, YouTube and Google Maps, November 2026.