

Alex Rostovtsev

SEO & AI Search Specialist

alexros.tv · <https://www.linkedin.com/in/alexrostv/>

Australian permanent resident · full working rights

Profile

SEO and AI-search specialist for B2B SaaS. Grew an international neurosurgery practice's site 10x in organic traffic to ~40 patient leads a month; now lead organic acquisition and AI-visibility research at Elfsight and Beamtrace. 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

- 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, link exchanges, and directory placements.

Beamtrace – AI Visibility Specialist

January 2026–present · Part-time

- Lead authority building for Beamtrace: reached the **Ahrefs DR 60** target in ~5 months at **30+ placements a month** (guest posts, publisher partnerships, exchanges, 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 query level.
- Develop research workflows for emerging questions where traditional keyword data is incomplete.

Dr. Kamran Aghayev – International SEO & Website Development

September 2023–present

- 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**.
- 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

- 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

- **BLURSOR** – an automated AI-search research pipeline that turns new papers into short briefings, plus an AI Readiness Audit covering crawl access, rendering, indexing signals, and structured data.
 - **WROITER** – a deterministic (no AI) writing-analysis tool that flags AI-style patterns and suggests fixes; available to AI assistants via MCP.
 - **Neuralese Wiki** – an AI-assisted reference site on neuralese and adjacent AI research, launched in September 2026.
-

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

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)