Antoine Cahours de Virgile

SEO and GEO Consultant

I build, I automate and I measure, dips included.

THE SITE

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1.2M
Google impressions in 16 months on my flagship store

+60%
clicks from March to August 2026, after diagnosing 3 Google updates

16
e-commerce stores run single-handedly, German market

875
organic clicks in September 2026, zero ad spend

PROFILE

I diagnose, prioritise and get things shipped. Two and a half years as a work-study digital marketing assistant at DXOMARK, then a network of 16 stores I run single-handedly with a multi-agent system I designed and operate with Claude Code: the machine proposes, a human validates. My stores are my lab: whatever I recommend, I have first tested and measured on my own sites.

CASE STUDY · SEPTEMBER 2026

Izac: SEO and GEO audit

- Menswear on Shopify, around 400,000 visits a month, traffic down 45% in 2 years.
- None of the 52 main-menu links read by Google; 9,152 links to the outlet versus 136 to suits; 1,590 foreign pages served in France.
- 2.1M monthly searches stuck on page 2, bringing 2,600 visits. Screaming Frog crawl of 46,379 URLs.
- GEO: Izac cited 11 times across 30 AI answers. Recommendation: cut the menu from 52 to 38 links.

EXPERIENCE

Founder, e-commerce network on the German market

Self-employed · 2021 to present

- Flagship store: 860 zero-click product pages archived with 301s, 8 collections rewritten, 343 off-topic products removed.
- 15 single-niche stores launched since March 2026; network migrated from Shopify to WordPress, 1,688 of 1,688 URLs checked.
- 15 scheduled tasks with alerts, 108 documented lessons, AI cost audit (79% of wasted tokens identified).
- Mobile Lighthouse 98 and LCP 1.7 s; around €0.30 of server cost per store at 100 stores.

DXOMARK · Digital Marketing Assistant

Work-study · February 2023 to September 2025

- Keyword research and on-page, support on the website redesign, Custom Ranking.
- GA4 reporting kit of 12 reports, adopted by the teams.

MARATIER Auto Télé Cinéma · Operations Assistant

Fixed-term · October to December 2025

- Production coordination; patent filed for a non-pyrotechnic LED.

SEO AND GEO

Technical audit · Semantic audit · Internal linking · Migrations · Keyword research · On-page · Shopify Markets · Generative engines

AI IN PRODUCTION

Multi-agent system · Claude, Gemini · Claude Code · Prompt engineering · MCP · Model choice per task

TOOLS

Search Console · GA4 · Looker Studio · Screaming Frog · Semrush · Ahrefs · Similarweb · Shopify · WordPress · Excel, Sheets · Google Ads (basics)

EDUCATION

MSc Digital Marketing
INSEEC Paris · 2023 to 2025

Bachelor in Digital Marketing
INSEEC · 2020 to 2023

LANGUAGES

French, native
English, fluent
Italian, Spanish, intermediate

AVAILABILITY

Immediate · Les Lilas (Paris area)
Permanent contract, Paris or remote