Christoph C. Cemper

Founder & CEO of LinkResearchTools (LRT)

Vienna

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Summary

Father, Founder, CEO, Digital Marketing Enthusiast, SEO, Developer, Speaker, Trainer, Lecturer, Author with a focus on delivering WOWs, perfect results. Defining myself by new achievements every day. Very creative and analytical mindset. Persuasive in speaking and writing.

My motto: "Whatever it takes" or German: "Machen nicht reden".

Work experience

Lecturer Marketing Controlling   2019 - 2019

FH Wien

Lecturer FH Salzburg   2018 - 2019

Digital Marketing Experts Executive MSc

Guest lecturer for "Link Building" at FH Salzburg

Founder & CEO   since 2009

LinkResearchTools

LinkResearchTools help users understand the millions of backlinks they have pointing to their websites. By giving them these insights, they can improve their organic traffic, visitor conversion and even avoid or fix Google penalties that they got for wild-west SEO (search engine optimization) of the past.

Roles in the past: Marketing, Sales, Training, Development, QA, Admin, Accounting, Recruiting, Customer Support, IT Infrastructure, AKA "everything".

Currently focused on Marketing and Sales, establishing team lead management.

Founder, General Manager and Chief SEO   2004-01 - 2012-12

CEMPER.COM

Founder, General Manager and Chief SEO. CEMPER.COM specializes in advanced link building strategies to improve your organic traffic from major search engines like Google.

Project Manager   2003-09 - 2004-12

Sphinx-IT

Project Manager for a new production business process management software. Centralized order and production workflow in a custom software. Analyzed and brought to production in less than two years, when big consulting houses tried and failed for over ten years to do the same.

Project Manager   2001-09 - 2003-06

DB Systems

Team Project Manager for a new ticketing software of MAV, Hungarian railway.

Project Manager   2000-01 - 2001-09

Books

Spaghetti Code - Detangling Life and Work with Programmer Wisdom (2017)

A dozen eBooks at academy.linkresearchtools.com

TV Appearances

ORF2 - Google Right To Be Forgotten

ORF2 - EU penalizing Google

ORF2 - Amazon's power

ORF2 - Willkommen Österreich

And 100s of educational webinars and videos on YouTube, Facebook, Gotowebinar, Zoom and others.

Published in

Forbes

Search Engine Land

Search Engine Journal

Marketing Land

Website Boosting

And dozens of other industry blogs and magazines.

Presented at

BrightonSEO

8P Odessa

SES Berlin

SES London

SES New York

SES San Francisco

SEOkomm

SMX East

SMX London

SMX Munich

Impress Software

Project Manager for development of a couple early eCommerce projects, including workflow and business process automation prototypes.

Software Specialist   1993-08 - 1999-12

Scientific Games Inc

Software Specialist for the analysis, implementation and roll-out of a new central lottery software for state lotteries in Germany, France, Australia.

Computer Games developed and sold as Teenager   1988 - 1994

Self-employed

During my teenage years I developed eight computer games and a "disk magazine" (precursor of multi-media CD roms) and sold the rights to publishing houses. A comprehensive list can be viewed here https://lrt.co/c64ccc/cv

Education

MASTERS   2003 - 2007

FH Wien Marketing & Sales

Mag.(FH) Master Thesis: "Online Community Development and Engagement"

BACHELORS   1989 - 1993

HTL Wien 22 Informatics

Final Project: "Speech Recognition to take voice commands to control a computer system". Still a hot topic today with voice search.

SEO Campixx Berlin

PubCon Las Vegas

Superaffiliate Amsterdam

ZEOSEO Istanbul

And numerous others, smaller conferences since 2008

Awards

Thought Leader to Follow 2018

Top 100 Influencer Germany 2017

Top 100 Influencer Germany 2016

Top 100 Influencer Germany 2015

Training

Too many to list