



Sonja Pototzki Raymond MSc





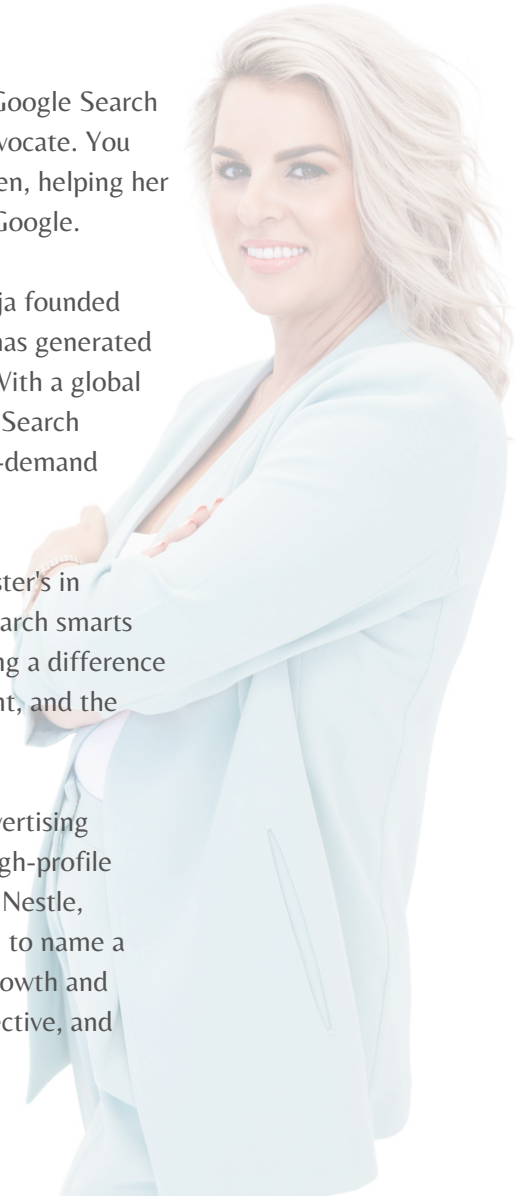
Introducing Sonja,

Sonja Pototzki-Raymond MSc is a CEO, Google Search Expert, Keynote Speaker, and Fertility Advocate. You may know her as Sonja – The Search Queen, helping her community outrank their competitors on Google.

A force to be reckoned with, in 2018, Sonja founded The Search Republic and, within 5 years, has generated over \$700 million in sales for her clients. With a global footprint and an active client waitlist, The Search Republic is now one of Australia's most in-demand Google-accredited digital agencies.

Educated with an honours degree and master's in marketing, Sonja combines her Google Search smarts with her big heart, passionate about making a difference to her client's bottom line, the environment, and the business community.

With 20 years of global marketing and advertising experience, including working for many high-profile international brands - Guinness, Jameson, Nestle, L'Oreal, Special K, and Benefit Cosmetics, to name a few, Sonja is renowned for accelerating growth and transforming businesses using ethical, effective, and sustainable Google Search strategies.



As featured in...

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The NYC Journal





Don't take my word for it - here's what my clients had to say...



Ashley Matkovic
Founder - Fusion Biz Co.



Working with Sonja for her speaking services in 2023 has been nothing short of electrifying! She brought an unparalleled energy and charisma to every event, from the inspiring International Women's Day celebration in March, sponsored by The Search Republic, to the dynamic World Entrepreneur Day in August, and our unforgettable Fusion Signature event in October. Sonja doesn't just speak; she ignites the room with her passion and wisdom. Her unique ability to blend SEO knowledge with personal stories makes SEO not just understandable, but genuinely fun. Each presentation was a masterclass in delivering value while keeping the vibe high and engaging. If you want your audience to leave feeling inspired, empowered, and ready to conquer the world, Sonja is your go-to speaker. Highly recommend!



Brooke Vulinovich
Founder - The Social Community



Sonja Pototzki-Raymond from The Search Republic delivered an incredibly inspiring keynote speech at our International Women's Day 2023 event in Perth. As our major sponsor and speaker, Sonja courageously opened up about her fertility journey and struggles, creating an atmosphere of authenticity and resilience. Her story touched the hearts of all the women in attendance, providing a profound sense of solidarity and motivation. Additionally, Sonja shared her extensive expertise in SEO and Google Ads, offering valuable insights that empowered attendees with practical strategies for their businesses. Sonja's openness and strength made the event truly unforgettable, leaving everyone inspired to face their own challenges with renewed hope and determination. I would highly recommend Sonja as an engaging and relatable speaker for your event!

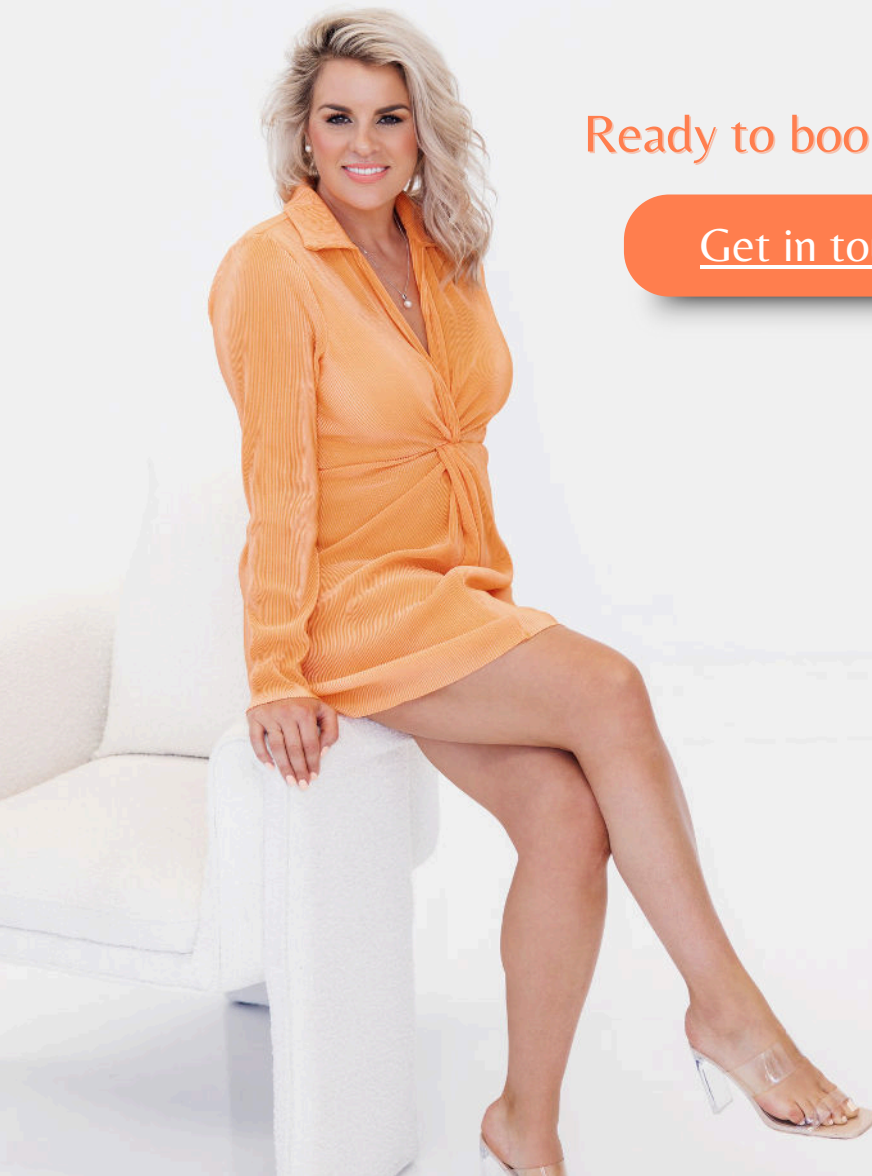


Jordan Kidner
Business Education Manager - L'Oréal Professional Products Division



Sonja's Google Masterclass and training sessions for our L'Oréal Pro Connect community and Digital Pro teams were outstanding. Sonja's ability to take complex digital marketing concepts and present them in an engaging and easy-to-understand manner was truly impressive. The sessions were highly interactive and provided our teams with practical strategies they could implement immediately. We were particularly impressed with Sonja's deep understanding of the Google ecosystem and her passion for helping businesses succeed online. The feedback from our team has been overwhelmingly positive, and we've already seen a tangible impact on our digital marketing efforts. I highly recommend Sonja for any organisation looking to upskill their teams in digital marketing. She is a true expert in the field and a pleasure to work with.





Ready to book me in?

[Get in touch!](#)