

James Anderson

SEO Manager · Digital Strategist · Outdoor Enthusiast

Technical SEO · Schema Architecture · AI Search Optimization

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01 / BASE CAMP

About Me

SEO Manager with 9+ years of experience driving organic growth for multi-brand, multi-location businesses. Built and led technical SEO programs across 50+ websites, orchestrated enterprise CMS migrations with zero ranking loss, and developed JSON-LD schema frameworks deployed at scale. Now pioneering AI search optimization (AEO) strategies that position content for visibility in ChatGPT, Google AI Overviews, and Perplexity — bridging traditional SEO with the next generation of search.

QUICK STATS

Location	Salt Lake City, UT
Experience	9+ Years in SEO
Current	ARS / Rescue Rooter
Focus	Technical & AI Search

02 / THE TRAIL

Experience

2022 – Present

• SEO Manager

ARS / Rescue Rooter

- Own technical SEO strategy across 50+ localized websites and the national corporate site for a leading HVAC and plumbing brand, driving measurable gains in organic visibility and lead volume.
- Led full development and launch of a redesigned national website, improving page speed scores by 30%+ and establishing a scalable, SEO-first CMS architecture.
- Orchestrated migration of 20+ localized sites to a new enterprise CMS with comprehensive redirect mapping and schema implementation — maintaining ranking stability across all properties post-launch.
- Developed standardized JSON-LD schema templates and semantic HTML specifications deployed across hundreds of service pages, reducing markup errors and improving structured data coverage.
- Partnered with content, creative, and agency teams to build localized SEO strategies that strengthened GMB performance and expanded local market share across key service areas.

SPECIALIZATION

AI Search Optimization (AEO)

Architect AEO strategies for ChatGPT, Google AI Overviews & Perplexity

Build entity-based content & schema frameworks for machine understanding

Develop high-confidence answer blocks & structured data targeting AI inclusion

Audit content for LLM citation likelihood & zero-click answer eligibility

2019 – 2022

- **SEO Manager**

Swans Wharf Digital

- Managed a portfolio of 16+ SEO clients — from local businesses to Fortune 500 brands — consistently exceeding traffic and revenue KPIs with a 90%+ client retention rate.
- Built custom SEO and PPC strategies combining on-site optimization, off-site authority building, and technical audits that drove double-digit organic growth across accounts.
- Led cross-functional execution through JIRA and GitLab, coordinating developers, designers, and content teams to ship SEO improvements on schedule.
- Managed paid campaigns across Google Ads, Facebook, Instagram, and Pinterest, optimizing spend allocation to maximize ROAS alongside organic initiatives.

2019

- **SEO Manager**

Student Universe

- Designed and executed a comprehensive SEO roadmap spanning on-site content, off-site link strategy, and technical infrastructure for a leading student travel platform.
- Managed a GTM implementation with 500+ tags and triggers, partnering with third-party vendors and internal developers to build a reliable analytics and tracking foundation.
- Collaborated with design and engineering teams to diagnose and resolve UX bottlenecks, site architecture gaps, and Core Web Vitals issues impacting conversion.
- Redesigned the site's information architecture, improving crawl efficiency and user navigation across thousands of destination and deal pages.

2017 – 2019

- **SEO Manager**

MD Connect

- Managed 20+ SEO clients across healthcare verticals — from solo practices to national pharma brands — growing organic traffic and patient lead volume across the portfolio.
- Built full-funnel reporting dashboards tying organic traffic to lead generation to successful patient procedures, giving clients clear ROI visibility on their SEO investment.
- Pioneered a structured onboarding process including SEO road-mapping and schema markup implementation, reducing time-to-first-results for new client engagements.
- Drove content strategy through blog programs, backlink acquisition, and technical SEO audits that consistently moved clients into top-3 positions for high-intent local keywords.

2016 – 2017

- **SEO Specialist**

Incollect

- Built the entire eCommerce SEO program from scratch for a luxury design marketplace, delivering 110% organic traffic growth and acquiring 5,500+ backlinks within 8 months.
- Managed paid acquisition campaigns across Google Ads, Facebook, Instagram, and Pinterest, complementing organic growth with targeted paid visibility for high-value product categories.

Skills & Tools

TECHNICAL SEO

- Technical SEO
- Site Architecture
- Schema / JSON-LD
- AI Search (AEO)
- Local SEO
- Keyword Research

TOOLS & PLATFORMS

- Google Analytics
- Search Console
- Screaming Frog
- SEM Rush
- Ahrefs
- OnCrawl
- SiteBulb
- Conductor

DEVELOPMENT & DESIGN

- HTML
- CSS
- JavaScript
- WordPress
- Figma
- Illustrator
- Photoshop

MANAGEMENT & WORKFLOW

- People Management
- Agency Management
- Client Communication
- GitLab / JIRA
- Asana
- Excel

AI & EMERGING

- ChatGPT
- Claude AI
- AI Search Optimization
- Entity-Based SEO
- Semantic SEO

Projects & Impact

National Website Launch

Led end-to-end development and launch of ARS/Rescue Rooter's national corporate website — defining the SEO architecture, CMS requirements, URL structure, and internal linking framework from the ground up. Delivered 30%+ improvement in page speed scores.

- Technical SEO
- CMS
- UX
- Site Architecture

Enterprise CMS Migration — 20+ Sites

Orchestrated the migration of 20+ localized websites to a new enterprise CMS, building comprehensive redirect maps, implementing schema markup across all properties, and monitoring post-migration performance to ensure zero ranking loss.

- Migrations
- Schema
- Multi-site
- Enterprise

Scalable Schema & HTML Framework

Designed and documented standardized JSON-LD schema templates and semantic HTML specifications deployed across hundreds of HVAC, plumbing, and electrical service pages — reducing structured data errors and improving rich result eligibility at scale.

- JSON-LD
- Schema
- Semantic HTML
- Standardization

Local Service Page Architecture

Architected a scalable local service page framework supporting GMB optimization across hundreds of locations, establishing content templates, standardized HTML structure, and location-specific schema for each market.

- Local SEO
- GMB
- Content Architecture
- Multi-location

AI Search Optimization (AEO) Program

Pioneered AEO strategy integrating entity-based content, structured data, and semantic SEO to improve brand visibility in AI-generated search results across ChatGPT, Google AI Overviews, and Perplexity.

AEO

Structured Data

LLM Optimization

Entities

eCommerce SEO — 110% Growth

Built the entire SEO program from scratch at Incollect, a luxury design marketplace. Achieved 110% organic traffic growth and acquired 5,500+ high-authority backlinks within 8 months through technical optimization and content strategy.

eCommerce

Link Building

Content Strategy