JAMES ANDERSON

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SIDE HUSTLES

Freelance SEO Consultant

I use white-hat technical SEO to help other agencies or clients find overlooked technical SEO and improve their bottom line. I also design websites.

SOFTWARE PROFICIENCIES

Google Analytics
Figma
Adobe Illustrator
Adobe Photoshop
SEM Rush
Ahrefs
Screaming Frog
OnCrawl
SiteBulb
GibLab/Jira
Excel
Asana
Conductor
Microsoft
ChatGPT
Claude AI

SKILLS

Technical SEO
Keyword Research
Cross-Team Communication
Tracking & Reporting
HTML
CSS
WordPress
JavaScript (some)
Excel
Client Communication
Critical Thinking
Design
UX/UI
Site Architecture
People Management
Agency Management
AI

EMPLOYMENT

SEO Manager, ARS/Rescue Rooter
Feb 2022 - Present

➜ AI Search Optimization (AEO)
- Optimize websites for AI-driven search experiences (ChatGPT, Google AI Overviews, Perplexity, and voice assistants).
- Structure content using entities, schema, and semantic SEO to improve machine understanding and answer eligibility.
- Develop high-confidence answer blocks, FAQs, and structured data to increase inclusion in AI-generated results.
- Audit and refine content for LLM retrieval, citation likelihood, and zero-click visibility.
- Integrate technical SEO, content strategy, and entity-based optimization for future-proof search performance.

➜ Successfully managed and optimized over 50 localized SEO websites and a major corporate site, significantly enhancing their online presence and performance.

➜ Led development and launch of a new national corporate website, focusing on improved user experience (UX) and technical SEO, facilitated by the integration of a more efficient content management system (CMS).

➜ Oversaw the migration of 20+ localized websites to a new enterprise CMS, prioritizing UX, technical SEO, and industry best practices, ensuring a seamless transition and enhanced web performance.

➜ Collaborated closely with the content team to ensure timely publication of content and played a key role in developing innovative localized and national SEO strategies to increase market share and competitive advantage.

SEO Manager, Swans Wharf Digital
Oct 2019 - Jan 2022

➜ Managed portfolio of over 16+ SEO Clients varying from local business to fortune 500 companies w/ focus on results and retention

➜ Created custom SEO & PPC strategies for multiple clients including on-site, off-site & technical recommendations

➜ Worked across departments to implement SEO practices, inclusive of development, creative and marketing team through JIRA and Gitlab

➜ Managed more than a dozen PPC campaigns across AdWords, Facebook, Instagram, & Pinterest

SEO Manager, Student Universe
Feb 2019 - Oct 2019

➜ Spearheaded custom SEO roadmap that included on-site, off-site & technical recommendations

➜ Managed GTM account with over 500+ tags/triggers & worked with 3rd party vendors + developers to get tracking implemented

➜ Worked with creative & development to pinpoint UX bottlenecks, site architecture issues, and page speed

➜ Designed and implemented a new user-friendly site architecture

SEO Manager, MD Connect
April 2017 - Feb 2019

➜ Managed portfolio of over 20+ SEO Clients varying from local doctor practices to big pharma w/ focus on results and retention

➜ Pinpointed key client objectives, develop and stratgeize marketing plan catered to specific clients needs

➜ Drove increased organic traffic and lead volume through blog, backlinking and techinical SEO

➜ Created Dashboards for clients to obtain a true ROI on their SEO budget from lead to successfuul patient procedure

➜ Introduced SEO road-mapping including schema markup during on-boarding new clients

➜ Worked across departments to implement SEO practices, inclusive of development, creative and marketing team through JIRA and Gitlab

SEO Specialist, Incollect
May 2016 - April 2017

➜ Developed eCommerce SEO strategy from the ground up, resulting in 110% growth in organic traffic & 5.5k backlinks within 8 months

➜ Managed more than a dozen PPC campaigns across AdWords, Facebook, Instagram, & Pinterest