FOR IMMEDIATE RELEASE

Tech Founder Wayne Parris Launches "The Outsider's Edge" White Paper Series to Democratize SEO in the AI Era

HO CHI MINH CITY, VIETNAM / WASHINGTON D.C. — Wayne Parris, founder of ACE Apps, today announced the release of a comprehensive 10-part white paper series titled, *"The Outsider's Edge: A Founder's Guide to Building Digital Authority."* The series is designed to empower small business owners and niche agencies to navigate the complex shift from traditional Search Engine Optimization (SEO) to the new frontier of Answer Engine Optimization (AEO).

As AI agents like ChatGPT, Perplexity, and SearchGPT change how consumers discover information, technical integrity has become the new global currency for digital brands. Parris, a Washington D.C. native now based in Ho Chi Minh City, leverages his "vibe coding" philosophy to break down high-level technical concepts into actionable strategies for the mid-market.

"I built Optimus SEO because I saw too many founders and freelancers getting caught in the 'Credit Trap' and 'Technical Debt' of legacy tools," says Wayne Parris. *"The Outsider's Edge isn't just about rankings; it's about building an architecture of trust so that AI models see your business as a credible, authoritative source."*

The 10-part series covers critical modern themes including:

- **The "Scalpel" Approach:** Why single-URL precision beats site-wide "data dumps."
- **AEO-Readiness:** Preparing websites to be cited by AI search models.
- **The Social Handshake:** Verifying metadata to protect brand reputation on social feeds.
- **Exorcising Digital Ghosts:** Identifying and clearing technical debt to improve load speeds.

The release also includes a 20-point Optimus Knowledge Base, providing a surgical guide to fixing the most common errors that kill website conversion and search visibility.

The series is available now via the ACE Apps GitHub repository and the Optimus SEO platform.

About ACE Apps: Founded in 2025 by Wayne Parris, ACE Apps is a software development studio dedicated to democratizing data for the "regular consumer." By focusing on high-utility, affordable SaaS tools like Optimus SEO, ACE Apps bridges the gap between complex enterprise technology and the needs of the modern small business owner.

Media Contact: Wayne Parris Founder, ACE Apps: ace.apps.44@gmail.com | www.optimus-seo.com