James Burrow

Search Visibility Leader & AI Builder

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PROFESSIONAL SUMMARY

Technical SEO strategist who builds the AI tools behind the strategy. 20 years in digital marketing, now focused on getting franchise and home services brands found in local search and AI answers. Delivers measurable organic growth and builds systems a team can scale. Applies AIO/GEO/GSO daily to real client programs.

EXPERIENCE

Lead Strategist, Search Experience

Coalmarch · August 2023 – Present · Raleigh, NC

Team Leadership & Development

- Develop search strategy for the Search Experience team
- Own training modules for new hire strategists and analysts, along with standardized SOPs for strategy implementation and client communication
- Build and maintain an internal library of AI-powered workflow tools, including automated ranking dashboards, persona-city matching workflows, and SWOT analysis templates, so strategists can produce more across the team
- Collaborate with Directors of SEO and Digital Advertising to align organic and paid search strategy on shared client goals

AI-Driven Search Strategy (AIO/GEO/GSO)

- Develop and refine generative engine optimization (GEO) strategies for home services clients as AI Overviews and Perplexity-style answer surfaces change how customers find them
- Use Claude to build internal AI-powered tools that turn strategy workflows into repeatable processes, from keyword analysis and content briefs to quarterly review deliverables
- Lead search industry monitoring for the team, translating emerging AI search developments (Ask Maps, GBP AI auto-population, answer-engine consolidation) into guidance clients can act on

Technical SEO

- Lead site architecture strategy for multi-location franchise clients, including hub-and-spoke internal linking structure, local landing page taxonomies, and CMS platform migrations
- Execute website migrations end to end, from pre-launch redirect auditing and canonical strategy through post-launch monitoring
- Investigate and resolve complex technical SEO infrastructure issues across client sites, including redirect anomalies, GBP pipeline architecture, and CMS configuration conflicts
- Conduct WhiteSpark-based YoY ranking analysis across 100+ keyword sets, surfacing pack drift, maps recovery patterns, and market-level anomalies for strategic response

Client Strategy & Delivery

- Serve as primary strategist for VIP and strategic accounts in the home services vertical, managing SEO from architecture and content to performance reporting
- Own a demographic-driven persona-to-market matching methodology, built on Census/ACS signals and used across the agency's home services client portfolio to align CMS content targeting with local audience profiles at scale
- Lead annual strategy presentations and quarterly reviews, connecting organic KPIs to revenue outcomes for account executives and client stakeholders
- Partner with Account Management, Digital Ads, and Development teams on integrated campaigns so SEO supports paid performance and technical work serves broader client growth

SEO Specialist

Plant Delights Nursery · October 2021 – August 2023 · Raleigh, NC

- Planned and executed a product and checkout page overhaul that produced an 18% lift in add-to-cart rates and a 34% improvement in mobile checkouts, identified through conversion funnel analysis
- Drove 24% YoY organic traffic growth through technical SEO work on the Shopify platform, coordinating directly with the development team on implementation
- Managed full UA to GA4 migration with a structured data archival plan, ensuring continuity of historical reporting for stakeholder decision-making
- Coordinated multi-channel content and social media strategies to support SEO objectives; monitored search rankings and developed data-driven content strategies

Founder

Most Optimal LLC · 2012 – 2020 · Fuquay-Varina, NC

- Founded and operated an 8-year freelance digital marketing consultancy serving clients from local SMBs to enterprise organizations
- Delivered measurable ROI across Google Ads, Bing Ads, and Facebook campaigns; managed full client relationships from strategy through reporting
- Built and maintained WordPress sites from custom theme development through server administration (Linode/Linux), operating as a full-stack digital strategist across the client portfolio
- Developed SEO strategy frameworks and client reporting systems that scaled across a diversified book of business

Digital Marketing Manager

Internet Alliance · 2005 – 2012

- Led digital marketing strategy for a network of 25 health and medical retail sites, managing multi-million dollar online revenue streams and a five-person team across PPC, affiliate marketing, copywriting, social media, and comparison shopping engine feeds
- Developed paid and organic search strategies that drove a 54% increase in traffic from 2008–2010 and 29% revenue growth from 2007–2010
- Managed $150k+ per month in PPC ad spend across 10 business entities, reducing paid marketing expenditures by 4% while increasing traffic quality and volume; built a comparison shopping strategy that lifted monthly visits 10% and ran eBay and Amazon stores
- Established an SEO best practices framework integrated at every stage of the development cycle, reducing rework and keeping organic performance consistent across all properties

TECHNICAL SKILLS

AI & Generative Search	Claude (advanced), ChatGPT, Gemini, Perplexity; AIO/GEO/GSO strategy; prompt engineering; AI-powered workflow development
SEO Tools & Analytics	Google Analytics 4, Google Tag Manager, Looker Studio, Ahrefs, Moz, SEMRush, Majestic SEO, Screaming Frog, Scrapy, HotJar, Optimizely, BrightLocal, WhiteSpark
Development	HTML, CSS, JavaScript, PHP, Python
Content Management Systems	WordPress, Shopify, Squarespace, WooCommerce, Magento, Drupal
Marketing Platforms	Google Ads, Bing Ads, Facebook Ads, Amazon Marketplace, eBay
Operating Systems	Linux (RedHat CentOS, Ubuntu), macOS, Windows