

BRIAN GILLEY

GEO / AEO Strategist • AI Search Visibility • Technical SEO Lead

Louisburg, NC (Remote) • brian.gilley@gmail.com • 919-696-3099 • linkedin.com/in/briangilley • briangilley.com

SUMMARY

SEO leader with 25+ years in search and a current focus on AI search visibility (GEO/AEO). Builds the tracking, citation, and content programs that get brands cited in ChatGPT, Gemini, Perplexity, Claude, and Google AI Overviews, plus the technical SEO that keeps content crawlable and retrievable at scale. At The Dyrft, helped swing non-paid web users from -28% to +76.5% YoY and more than doubled mobile SEO page views. Former agency founder (SocialSEO.com, acquired) with enterprise, marketplace, B2B/SaaS, finance, and health experience.

SELECTED CLIENTS & BRANDS

Sony Music • Expedia • AAA • Cox • Sunbrella • NRG • Credit.com • Drugstore.com • HughesNet • Quadratic

CORE SKILLS

AI Search (GEO/AEO): AI visibility and citation-share tracking (Profound, PromptWatch, Ahrefs Brand Radar) • Query fan-out and vector content analysis • llms.txt and AI crawler access (robots.txt, CDN/WAF) • Entity and UGC enrichment • RAG-aligned content • First-party data grounding

Technical & On-Page SEO: Enterprise audits • Indexation and canonicalization at scale • JavaScript/Next.js rendering • Structured data • Internal linking architecture • Content decay and refresh systems • Core Web Vitals • Migrations • Video SEO

Authority & Citations: Brand-citation programs (owned and earned) • Link building programs and agency management • Editorial and partner campaigns

Automation & AI Tooling: n8n • Make • Langflow • MCP • Claude / Claude Code • ChatGPT • Cursor • Replit • Lovable • Streamlit • Python (SEO scripts) • Programmatic SEO

Analytics & Reporting: GA4 • Search Console • Amplitude • Looker Studio • SEMrush • Ahrefs • Similarweb • Screaming Frog • Botify • DeepCrawl • Jira

PROFESSIONAL EXPERIENCE

Independent SEO & AEO Consultant

Aug 2026–Present

Remote • Advisory, client builds, and AI search tools

- **SEO & AEO Advisor to The Dyrft:** running a focused AEO audit (AI crawl readiness, content grounding, page quality) prioritized around Pro memberships, bookings, and app installs.
- Built an **AI/SEO page grader** with Claude that audits pages for AI retrieval and on-page SEO, then outputs clear, dev-ready Jira tickets with scoped tasks and fixes.
- Website builds with local SEO and AI visibility for small businesses in manufacturing, home services, and real estate; building a GSC-driven internal linking plugin for WordPress.

SEO Lead | The Dyrft

Mar 2025–Jul 2026

Remote • Camping marketplace, 80K+ indexed pages

RESULTS

- Helped swing non-paid web users from **-28% YoY to +76.5% YoY** (Mar to Oct 2025), then grew mobile SEO page views **122%** and active users **47%** YoY (Jan–Jul 2026); contributed to the company's first profitable year in 12 years.
- Moved SEO page average position from **13.7 to 4.7** and grew top-3 ranking queries per day **361%** YoY (GSC, Feb 2026).
- Prioritized workstreams in Jira across content, product, and engineering; delivered monthly executive reporting from Amplitude, GSC, SEMrush, and Looker Studio.

AI SEARCH (GEO/AEO)

- Built and owned the GEO/AEO program across ChatGPT, Gemini, Perplexity, Claude, and Google AI Overviews, including an AI Visibility Inventory & Tracker (Profound, PromptWatch, Ahrefs Brand Radar, Looker Studio) for citation share and competitor exposure.
- Opened the site to AI retrieval: llms.txt, robots.txt and Fastly/WAF bot allowlisting with the CTO, and a Common Crawl visibility audit.
- Built a query fan-out tool (Streamlit) and a vector content analyzer to model how AI engines break down queries and choose sources; used both to prioritize entity and UGC enrichment.
- Turned first-party data into citable content: AI TL;DR summaries via API, review sentiment analysis, branded datasets, and a help center audit so AI answers match the core site.
- Shipped RAG-style content pipelines (Claude, Langflow, n8n, Replit) producing **20K+ meta descriptions** and state-level SEO content with UGC voice and internal linking rules.

TECHNICAL & ON-PAGE SEO

- Designed a "self-healing SEO" framework for 30K+ programmatic pages that uses GSC decay signals to trigger content refreshes.
- Resolved soft 404s on ~11K Next.js location pages and canonical clustering on duplicate city names; fixed and improved schema across all campground pages (tens of thousands); reconciled sitemaps and indexation across 300K+ URLs.
- Led internal linking across Near Me pages, 45 National Park pillar pages, footer link clusters, and navigation.
- Managed a site-wide internal link pruning project that removed irrelevant and non-local (by proximity) links, tightening page focus and reducing link equity bleed from core SEO pages.
- Ran video SEO for 42K+ UGC videos, query drift analysis, A/B tests, and transactional and Pro page optimization.

AUTHORITY, CITATIONS & LINK BUILDING

- Managed brand-citation and link building to build authority for AI retrieval, targeting competitors' strongest backlinks using Ahrefs, SEMrush, and other third-party tools.
- Managed agency link programs (Link Fish Media, ZipSprout/Citation Labs) and a Ford Bronco Search & Rescue editorial series.
- Built an n8n + Pipedrive prospecting workflow for partners in overlanding, solar/power, and RV accessories.

SEO Lead | AAA, The Auto Club Group

Jan 2024–Mar 2025

Remote • Enterprise membership organization

- Grew keyword visibility from **95K to 600K+**, first-page rankings from 12K to 30K+, and SERP features from 3K to 35K; membership conversions up 9%.
- Implemented a RAG-based AEO framework and custom AI agents for content, competitor analysis, and SERP extraction, making AI visibility a tracked KPI.
- Built core service and pillar pages across insurance, membership, travel, and roadside; optimized local SEO for AAA locations in 13 states.
- Resolved 300+ crawl and indexation issues (site health +20%) and retained **98% of organic traffic** through a multi-site migration; built Looker Studio dashboards via custom API integrations.

Senior SEO Consultant | Independent

Feb 2019–Dec 2023

Remote • SaaS, B2B, and content clients

- Launched early AI content workflows (GPT-4, Claude) with entity, UGC, and E-E-A-T strategies, growing topical coverage 45%.
- Delivered technical audits and roadmaps for crawl efficiency and page speed; lifted conversion rate 18% through UX mapping and A/B testing.

Director, Technical SEO | LOCOMOTIVE Agency

Aug 2015–Jul 2017

Cary & Pittsboro, NC • Enterprise clients: Cox, Sunbrella, Credit.com, NRG

- Led technical SEO for Cox.com, Sunbrella.com, Credit.com, and NRG; primary contact for C-level clients and dev teams.
- Architected programmatic SEO frameworks for large location and directory sites (Cox.com), improving crawl efficiency, internal linking, and indexation.
- Turned audits into execution-ready roadmaps (site speed, structured data, AMP/mobile, A/B testing) tied to business KPIs.

Founder & President | SocialSEO.com

2002–2014

Raleigh, NC • Acquired 2014 • Teams of 15–20

- Built and led an SEO and content agency serving **120+ clients**, including Sony Music, Expedia (super affiliate and SEO advisor), Drugstore.com, HughesNet, Quadratec, and Disney subsidiary sites.
- Drove 14% MoM order growth for Drugstore.com; grew in-house directories from 120K to 1.6M monthly users.
- Founded ThemeSnap.com, the first marketplace to sell Drupal themes, and scaled it to 16,000+ customers (acquired 2017); co-founded HotelsFirst.com (100K+ hotels, acquired 2014).

ADDITIONAL EXPERIENCE

LOCOMOTIVE Agency, Technical SEO (contract, 2022) • Ripstop by the Roll, Digital Marketing Director (2017) • MedicalWeb.com, Online Marketing Manager (2001–2003): SEO, PPC, and email across 60+ medical sites • ComedyWorld.com (2000–2001) • NicheMusic (1999–2000) • Walt Disney Co. / Mammoth Records, Marketing (1998–1999)

EDUCATION

B.A., PR & Marketing Communications | North Carolina State University, Raleigh, NC