

FAILON OBEN

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PROFESSIONAL SUMMARY

Results-driven Senior AEO & Entity SEO Strategist with over 10 years of experience spanning website development, e-commerce optimization, technical SEO, and AI-native search strategy. Deep expertise at the intersection of traditional SEO and Answer Engine Optimization, specializing in structuring content for Information Retrieval systems and Large Language Models, including ChatGPT, Perplexity, and Gemini, to maximize AI extraction, citation frequency, and Knowledge Graph inclusion.

Proven track record managing end-to-end optimization programs across e-commerce, real estate, SaaS, and professional services industries. Skilled in technical SEO audits, schema markup (JSON-LD), entity-first content architecture, backlink strategy, and conversion-focused copywriting that satisfies both human readers and AI ranking systems. Brings a meticulous, source-verified approach to every deliverable, ensuring E-E-A-T compliance, zero broken links, validated schema, and clean, performant code on every page.

CORE COMPETENCE

Answer Engine Optimization (AEO)

- Content structuring for AI-native IR systems and LLM citation optimization
- Featured snippet targeting, Position Zero capture, and AI Overview optimization
- Knowledge Graph enrichment through entity disambiguation and structured data layering.
- FAQ schema architecture engineered for People Also Ask extraction.
- Voice search optimization and conversational query alignment.
- AI citation frequency monitoring and brand mention tracking across ChatGPT, Perplexity, and Gemini.
- Leveraging LLMs and SEO to ensure content is easily understood, cited, and referenced by AI-powered search engines and chatbots.

Technical SEO

- Comprehensive technical SEO audits (Screaming Frog, Page Speed Insights, Google Search Console).
- Schema markup implementation: JSON-LD (Article, FAQ, BreadcrumbList, ItemList, LocalBusiness, Product, Organization, WebPage, WebSite).
- robots.txt configuration, crawl directive management, and AI bot crawl control (GPTBot, Google-Extended, PerplexityBot)
- XML sitemap creation, optimization, and submission management
- Core Web Vitals optimization (LCP, CLS, INP/FID) and page speed performance
- Image SEO: keyword-rich file naming, alt text optimization, image compression under 200KB.

- On-page SEO: title tags, meta descriptions, canonical tags, URL architecture, heading structure.
- Internal linking strategy, crawl budget optimization, and site architecture management.
- Indexing diagnostics, crawl error resolution, and mobile usability auditing.
- Clean code standards: minified JS/CSS, no unnecessary third-party scripts or app bloat
- CMS platform expertise: Shopify (Liquid), WordPress, WooCommerce, Rentsync, and custom builds.

Entity SEO & Semantic Search

- Entity-based content strategy aligned to Google's Knowledge Graph
- Topical authority mapping, semantic entity clustering, and topic clustering
- Non-commodity content strategy and unique value differentiation
- E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) audit and implementation.
- Natural Language Processing (NLP)-informed content structuring
- Surfer SEO entity integration and NLP enrichment workflows.
- Content audits, gap analysis, and competitor research for long-term organic growth.

Content Strategy & Copywriting

- Conversion-focused, SEO-optimized long-form content and product page copy
- PDP (Product Detail Page) copywriting with feature/benefit distinction and regulatory compliance
- Blog articles, case studies, landing pages, and service pages engineered for AI extraction.
- Persona-driven brand voice development and editorial style guide creation
- Multi-channel content: social media bios, GBP posts, email, and editorial workflows

Web Development

- Building, updating, and maintaining WordPress, Shopify, and WooCommerce websites with cross-browser compatibility and mobile responsiveness.
- WordPress theme and plugin development/customization; plugin maintenance and security management.
- HTML5, CSS3, JavaScript, PHP, Shopify Liquid, and JSON.
- A/B testing for website elements, product titles, and email campaigns to optimize UX and conversion rates.
- User behaviour analysis using heat maps and click-tracking tools.

Local SEO & Google Business Profile

- GBP audit, optimization, and citation management.
- Geo-targeted landing page development and local schema markup (LocalBusiness, GeoCoordinates, OpeningHoursSpecification).
- NAP consistency management and local citation ecosystem oversight

- Social media profile optimization as a Local SEO entity signal

Link Building & Off-Page SEO

- High-quality backlink acquisition from reputable, relevant websites to strengthen domain authority.
- Guest posting, digital PR outreach, and strategic partnership campaigns.
- Backlink auditing and toxic link management via SEMrush and Ahrefs.

Analytics & Reporting

- Google Analytics 4 (GA4), Google Search Console, Google Tag Manager, and custom dashboards.
- SEMrush, Ahrefs, Ubersuggest, Google Keyword Planner: keyword research and competitive gap analysis.
- Screaming Frog SEO Spider: full-site crawl audits, image exports, broken link detection.
- AI citation tracking dashboards and brand mention monitoring.
- Client-facing SEO reporting: traffic, rankings, conversions, and strategic recommendations.

PROFESSIONAL EXPERIENCE

Senior SEO Strategist & E-Commerce Content Lead (Contract)

Sports Nutrition Brand, Shopify E-Commerce

December 2025 - May 2026

Senior optimization lead for a large-scale Shopify product catalog for a leading Canadian sports nutrition brand, coordinating directly with product and editorial stakeholders.

Key Responsibilities & Achievements:

- Leading an ongoing PDP (Product Detail Page) optimization initiative across a full Shopify product catalog, collaborating directly with brand and editorial review leads
- Developed and maintains a comprehensive PDP Revision Guide, a living document governing copy standards, claim compliance, source hyperlinking, and brand voice rules
- Conducted a full-site image SEO audit using Screaming Frog, extracting and processing 4,588+ product image URLs to generate keyword-rich filenames, detailed image descriptions, and optimized alt text for 167 unique main product images.
- Applied strict regulatory compliance protocols: sport certification language standards, claim softening per industry guidelines, and clear feature-versus-benefit distinction throughout all product copy

AEO Content Strategist, Real Estate & Multifamily (Contract)

Multifamily Property Development - Toronto, Ontario

September 2025 - February 2026

Content strategy and AEO specialist for a boutique multifamily apartment development in Toronto, building a full AI-optimized content ecosystem within a proprietary property management CMS.

Key Responsibilities & Achievements:

- Created a full suite of SEO-optimized, AEO-structured blog articles targeting renters in the Toronto market, each engineered with exact-match FAQ schemas, PAA alignment, and AI-extractable structured data.
- Navigated technical SEO constraints of a proprietary property management CMS (Rentsync), adapting the optimization strategy within platform limitations
- Produced citation-dense articles sourced from primary references (official developer announcements, wire service press releases, trade publications, and architecture firm project pages).
- Deployed multi-schema JSON-LD blocks per article (Article, FAQ, BreadcrumbList, ItemList, LocalBusiness) to maximize AI knowledge graph inclusion and PAA capture.
- Enforced strict client content compliance: no competitor mentions, suppressed pricing data, and full adherence to developer brand guidelines.

SEO Specialist

Analytics Marketing Inc. | Remote, Vaughan, ON

December 2022 - January 2026

- Served as an embedded senior strategist delivering Answer Engine Optimization, AI operating system strategy, and brand voice products to enterprise and growth-stage clients, in addition to managing full-service SEO across different client accounts.
- Architected and executed a comprehensive AEO/SEO optimization program across an 11-page website redesign, covering all commercial, informational, and conversion-focused page types
- Developed and enforced company-wide content standards, including AI terminology consistency, schema requirements on all pages, image compression protocols, and clean code mandates
- Configured and managed robots.txt directives, including AI bot crawl permissions (GPTBot, Google-Extended, PerplexityBot) to control AI training access while preserving indexation
- Produced publication-ready, E-E-A-T-compliant long-form articles and blog content structured for LLM citation extraction, with all external links verified at HTTP 200 status before publication
- Built GEO content frameworks, positioning clients as citeable authorities in AI search results across ChatGPT, Perplexity, and Google AI Overviews
- Authored deep-dive technical guides on AI citation tracking, schema markup for AI search, voice search optimization, and AI search optimization, all verified against primary sources with zero fabricated statistics
- Implemented multi-type JSON-LD schema packages per page (up to 5 schema types simultaneously), including ItemList schemas, naming full project teams to maximize AI knowledge graph extraction
- Established an editorial quality assurance process: plagiarism pattern detection, source URL verification, n-gram uniqueness checks, and E-E-A-T compliance checklist before every publication

- Managed and optimized client e-commerce websites to boost SEO performance, site health, and user experience
- Developed and executed tailored SEO strategies to increase search visibility, organic traffic, and conversion rates
- Conducted comprehensive technical SEO audits, resolving issues related to indexing, page speed, mobile usability, and broken links
- Analyzed website performance using Google Analytics, Google Search Console, SEMrush, and Ahrefs to deliver data-driven insights
- Implemented on-site SEO improvements: keyword optimization, internal linking, metadata updates, and content restructuring
- Oversaw structured data and schema markup implementation for better product indexing and enhanced search presentation
- Collaborated with content creators, developers, marketing teams, and UX designers to integrate SEO across all campaigns
- Maintained and improved site architecture, navigation, and CMS content management to enhance crawlability and user flow
- Adapted SEO and content strategies in response to algorithm changes and evolving search trends
- Delivered customized SEO reports and strategic recommendations to clients, highlighting performance and growth opportunities
- Provided client training on SEO fundamentals, website management, and analytics tools

SEO Specialist (Contract)

Clarity Digital Partners - Remote | Maryland, USA

February 2019 - February 2020

- Optimized websites for organic search: improved site architecture, implemented structured metadata and schema, ensured mobile responsiveness, and Core Web Vitals compliance.
- Conducted technical SEO audits to identify and resolve crawl errors, broken links, indexing issues, and performance bottlenecks.
- Applied on-page SEO best practices, including keyword optimization, clean coding, and content-ready templates.
- Utilized A/B testing and behavior tracking tools (heat maps, click maps) to refine navigation and improve conversion funnels.
- Built and monitored custom dashboards and analytics reports to track KPIs: traffic, rankings, engagement, and conversions.
- Enhanced visibility and lead generation for retail, e-commerce, and service industry clients by integrating SEO into website redesigns.

Web Developer | SEO Specialist | AEO & Entity SEO Strategist

[Freelancer.com](https://www.freelancer.com) | Self-employed

February 2015 - Present

- Led end-to-end SEO strategies and website development projects for clients across retail, e-commerce, and service sectors.
- Managed comprehensive on-page and technical SEO audits: keyword research, content gap analysis, and metadata optimization.
- Built SEO-friendly websites and landing pages from scratch or via CMS platforms (WordPress, Shopify), ensuring fast loading times, responsive design, and high-conversion UX.
- Diagnosed and resolved indexing and crawl issues using Google Search Console while optimizing site performance for Core Web Vitals.
- Executed A/B testing for product titles and descriptions, resulting in measurable improvements in click-through and organic conversion rates.
- Spearheaded link building and outreach campaigns to strengthen domain authority through guest posting and digital PR.
- Created data-driven SEO reports and dashboards using Google Analytics and third-party SEO tools.
- Aligned SEO and web strategies with clients' broader marketing efforts, including email campaigns, PPC, and social media promotions.
- Served as Technical SEO lead for a full domain migration and corporate rebrand, directing site-wide SEO strategy through a legacy-to-new-domain transition to ensure zero SEO equity loss
- Executed full technical SEO groundwork for the rebrand: URL architecture, redirect mapping, robots.txt updates, schema rewrites, and complete metadata overhaul
- Conducted Google Business Profile audits and full optimization campaigns for local businesses across multiple industries
- Developed social media bio optimization frameworks as a Local SEO entity signal, enhancing brand entity clarity across platforms
- Managed local citation ecosystems to ensure NAP consistency and local search authority

EDUCATION AND PROFESSIONAL DEVELOPMENT

- **BA in Marketing**, Siantou University Institute, Yaoundé, Cameroon
- **Google Digital Marketing & E-Commerce Certificate**, Coursera
- **Content Marketing Certificate**, HubSpot Academy
- **SEO Certificate**, HubSpot Academy | SEMrush Academy
- **Ongoing Professional Development**, Advanced AEO, GEO, AI Search Ranking Factors, LLM content optimization, Screaming Frog advanced crawl analysis, Shopify Liquid templating

References Available Upon Request