

FAILON OBEN

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Professional Summary

SEO Specialist/Consultant with more than 10 years of experience in technical SEO, e-commerce optimization, and AI-native search strategy. Specialized in structuring content for Large Language Models and Information Retrieval systems, helping brands get cited and surfaced across answer engines. Proven track record delivering end-to-end optimization programs across e-commerce, real estate, healthcare, saas, and professional services. Known for clean, compliant deliverables: validated schema, verified sources, E-E-A-T standards, and performant code on every page.

Core Skills

Answer Engine Optimization (AEO)

- Structuring content for AI search engines and LLM citation extraction
- Featured snippet targeting, Position Zero capture, and AI Overview optimization
- Knowledge Graph enrichment through entity disambiguation and structured data
- FAQ schema built for People Also Ask (PAA) extraction
- Voice search optimization and conversational query alignment
- Brand mention and AI citation frequency monitoring across ChatGPT, Perplexity, and Gemini

Technical SEO

- Site-wide technical audits using Screaming Frog, PageSpeed Insights, and Google Search Console
- Schema markup (JSON-LD): Article, FAQ, BreadcrumbList, ItemList, LocalBusiness, Product, Organization, WebPage, WebSite
- robots.txt configuration and AI bot crawl control (GPTBot, Google-Extended, PerplexityBot)
- XML sitemap creation, optimization, and submission
- Core Web Vitals optimization (LCP, CLS, INP)
- Image SEO: keyword-rich filenames, alt text, compression under 200KB
- On-page SEO: title tags, meta descriptions, canonical tags, URL structure, heading hierarchy
- Internal linking, crawl budget management, and site architecture
- Indexing diagnostics, crawl error resolution, and mobile usability
- CMS 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 and semantic entity clustering
- Non-commodity content development and unique value positioning
- E-E-A-T audits and implementation
- NLP-informed content structuring using Surfer SEO

Content Strategy & Copywriting

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

Local SEO & Google Business Profile

- GBP audit, optimization, and citation management via Google Business Profile Manager
- Geo-targeted landing page development and local schema markup (LocalBusiness, GeoCoordinates, OpeningHoursSpecification)
- NAP consistency and local citation ecosystem management
- Social media profile optimization as a local SEO entity signal

Link Building & Off-Page SEO

- High-quality backlink acquisition through guest posting, digital PR, and strategic partnerships
- Backlink auditing and toxic link removal

Web Development

- Building and maintaining WordPress, Shopify, and WooCommerce websites
- HTML5, CSS3, JavaScript, PHP, Shopify Liquid, and JSON
- A/B testing for UX, product titles, and email campaigns
- User behaviour analysis via heat maps and click-tracking tools

Analytics & Reporting

- GA4, Google Search Console, Google Tag Manager, and custom dashboards
- AI citation tracking dashboards and brand monitoring
- Client-facing reporting: traffic, rankings, conversions, and strategic recommendations

Tools & Software

- SEO & AEO: SEMrush, Ahrefs, Screaming Frog, Surfer SEO, Ubersuggest, Google Keyword Planner, Peec AI, Profound, Google Trends
- Analytics: Google Analytics 4, Google Search Console, Google Tag Manager, Amplitude
- AI Assistants: ChatGPT, Claude, Microsoft Copilot, Perplexity AI
- CMS & E-commerce: Shopify, WordPress, WooCommerce, Rentsync, Custom/Hybrid CMS
- Local: Google Business Profile Manager, BrightLocal

Professional Experience

Senior AEO & Entity SEO Strategist

Analytics Marketing Inc., Remote | December 2022 - January 2026

- Provided mentorship and day-to-day guidance to junior team members, reviewing their deliverables and helping them build skills in technical SEO, schema markup, and content strategy
- Contributed to onboarding workflows for new hires, standardizing quality expectations across the team
- Worked with healthcare clients to produce compliant, medically accurate content aligned to E-E-A-T standards and industry regulatory guidelines
- Architected and executed a full AEO/SEO program across an 11-page website redesign, covering commercial, informational, and conversion-focused pages
- Developed company-wide content standards: AI terminology consistency, schema requirements, image compression protocols, and clean code mandates
- Configured robots.txt directives for AI bot crawl permissions (GPTBot, Google-Extended, PerplexityBot)
- Produced E-E-A-T-compliant long-form articles and blog content structured for LLM citation, with all external links verified at HTTP 200 status before publication
- Built GEO content frameworks positioning clients as citable authorities in AI search results across ChatGPT, Perplexity, Gemini, Copilot, and Google AI Overviews
- Authored technical guides on AI citation tracking, schema markup for AI search, and voice search optimization, all verified against primary sources
- Implemented multi-type JSON-LD schema packages per page (up to 5 schema types simultaneously), including ItemList schemas naming full project teams for Knowledge Graph extraction
- Established an editorial QA process: plagiarism detection, source URL verification, n-gram uniqueness checks, and E-E-A-T compliance review before every publication
- Optimized client e-commerce sites for SEO performance, site health, and user experience
- Analyzed performance data using GA4, Google Search Console, SEMrush, and Ahrefs to deliver strategic recommendations
- Delivered client training on SEO fundamentals, website management, and analytics tools

SEO Specialist

Clarity Digital Partners, Remote | February 2019 - November 2022

- Optimized websites for organic search: improved site architecture, implemented structured metadata and schema, and ensured mobile responsiveness and Core Web Vitals compliance
- Ran technical SEO audits to identify and fix crawl errors, broken links, indexing issues, and performance bottlenecks
- Produced SEO-optimized, AEO-structured blog content built with exact-match FAQ schemas, PAA alignment, and AI-extractable structured data
- Deployed multi-schema JSON-LD blocks per page (Article, FAQ, BreadcrumbList, ItemList, LocalBusiness) to maximize Knowledge Graph inclusion and PAA capture
- Adapted optimization strategies to the technical constraints of proprietary CMS platforms, including a property management system (Rentsync)
- Sourced all content from primary references, developer announcements, wire service press releases, trade publications, and industry project pages
- Enforced client content compliance standards: brand guidelines, competitor mention policies, and data suppression requirements
- Built and monitored custom dashboards and analytics reports tracking traffic, rankings, engagement, and conversions
- Improved visibility and lead generation for retail, e-commerce, real estate, and service clients by integrating SEO into website redesigns

Web Developer/SEO Specialist/AEO Strategist

Self-Employed | February 2015 - Present

- Led end-to-end SEO and web development projects for clients across retail, e-commerce, real estate, and service sectors
- Built SEO-friendly websites and landing pages on WordPress and Shopify, optimized for speed, mobile responsiveness, and conversions
- Directed PDP optimization initiatives across Shopify product catalogues, collaborating with brand and editorial stakeholders to align copy, claim compliance, and brand voice
- Built and maintained PDP Revision Guides as living documents covering copy standards, source hyperlinking, and feature-versus-benefit distinction, including regulatory compliance protocols such as sport certification language and claim softening per industry guidelines
- Conducted full-site image SEO audits using Screaming Frog, processing large product image sets to generate keyword-rich filenames, detailed descriptions, and optimized alt text at scale
- Diagnosed and resolved indexing and crawl issues via Google Search Console while improving Core Web Vitals performance
- Served as Technical SEO lead for a full domain migration and corporate rebrand, managing URL architecture, redirect mapping, robots.txt updates, schema rewrites, and a complete metadata overhaul with zero SEO equity loss

- Ran Google Business Profile audits and full optimization campaigns for local businesses across multiple industries
- Managed local citation ecosystems to maintain NAP consistency and local search authority
- Developed social media bio optimization frameworks as a local SEO entity signal
- Created data-driven SEO reports and dashboards using GA4 and third-party SEO tools
- Aligned SEO and web strategies with clients' broader marketing goals: email, PPC, and social media

Education & 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 Development: Advanced AEO, GEO, AI Search Ranking Factors, LLM content optimization, Screaming Frog advanced crawl analysis, Shopify Liquid templating
- Answer Engine Optimization (AEO) Course: **Ahrefs Academy**

References Available Upon Request