

FAILON OBEN

SEO/AEO/GEO Strategist

GTA, Ontario, Canada | (437) 604-1924 | failonoben0@gmail.com | www.failonoben.com

Professional Summary

I'm an SEO strategist with more than a decade of hands-on experience in technical SEO, ecommerce optimization, and AI search (AEO/GEO). I help brands earn citations, mentions, and Answer Share across LLMs, while continuing to grow the traditional organic channel that still drives most of their revenue.

I spend a good part of every week researching, reading, and testing. I run controlled experiments on what gets pages retrieved, cited, and quoted by answer engines, then turn what works into repeatable playbooks. I've led migrations, built AEO programs from scratch, trained junior colleagues and interns, and taught clients' in-house teams SEO fundamentals so they can carry the work forward on their own. I come from a dev background (HTML, CSS, JS, PHP), and that foundation is what my technical SEO expertise is built on. I can read the code behind a rendering issue, spec the fix precisely, and hand it off to developers in terms they can act on. I'm equally comfortable reading log files, whether that's server logs to understand crawler behaviour or session recordings and heatmaps in Microsoft Clarity to diagnose where users hesitate, rage-click, or drop off. Every deliverable I ship meets the same standard, validated schema, verified sources, E-E-A-T-compliant content, and clean, performant code.

What I Do Day-to-Day

- Conduct comprehensive website technical audits to identify areas of concern from an SEO and AI-crawlability perspective, and sort them by level of importance and expected impact
- Analyze server logs, crawl reports, and analytics data to develop and drive strategies that improve indexation, retrieval, and organic growth, including verifying that AI crawlers (GPTBot, PerplexityBot, ClaudeBot, Google-Extended, et cetera) can access and render priority pages
- Review session recordings, heatmaps, and rage-click reports to diagnose user experience problems that hurt engagement and conversions, then feed those findings into on-page and UX recommendations
- Spearhead keyword and prompt research aligned with business objectives, covering both traditional query demand and the query fan-out patterns AI engines use, to optimize existing content and identify growth opportunities across traditional and generative search
- Own content development strategy in alignment with SEO and monetization goals, delivering advanced-level recommendations to stakeholders and cross-functional partners
- Direct the prioritization and implementation of all SEO-related tasks in conjunction with project managers, developers, and editorial teams

- Measure and report AI visibility alongside classic rankings, traffic, and conversions. Brand mentions and mention volume, citation frequency, cited pages, position within AI answers, sentiment of how the brand is described, Share of Voice against competitors, and Answer Share for priority topics
- Track prompts by intent (informational, commercial, navigational, comparison, transactional) and by location or market, and flag whether an AI answer was grounded in live web search or generated from model knowledge, since each case calls for a different optimization play
- Run citation gap analyses to find the sources AI engines trust in our category, then build strategies to get our brands onto those cited pages
- Oversee monthly performance reporting and serve as a key point of contact for stakeholders on strategic developments, initiatives, and implementation progress
- Train and mentor junior SEO specialists and interns, train clients' in-house marketing and content teams on SEO fundamentals and best practices
- Stay ahead of emerging trends in SEO, AI discovery, social, and internet marketing. I read, test, and document constantly, and I bring findings back to the team as updated processes

Core Skills

AI Search (AEO & GEO)

- AI visibility strategy. Earning citations, brand mentions, and Answer Share across ChatGPT, Perplexity, Claude, Gemini, Copilot, and Google AI Overviews
- Share of Voice (SOV) tracking in AI answers and competitive citation benchmarking (Ahrefs Brand Radar, SEMrush AI Visibility, Peec AI, Profound, manual prompt testing)
- Prompt and mention tracking across the full metric set. Intent, sentiment, position in the answer, mention volume, location and market, and whether the engine pulled from Web Search or model knowledge
- Ahrefs Brand Radar workflows. Monitoring AI Overview presence, linked and unlinked brand mentions, AI SOV trendlines, and competitor mention gaps across ChatGPT, Claude, Perplexity, Gemini, and Copilot
- Citation gap analysis. Identifying which pages and domains get cited, why, and what it takes to displace or join them
- Content structured for retrieval and LLM extraction. Answer-first formatting, chunk-level optimization, passage-level clarity
- Featured snippet targeting, Position Zero capture, and AI Overview inclusion
- Knowledge Graph enrichment through entity disambiguation and structured data
- FAQ schema built for People Also Ask (PAA) extraction, conversational and voice query alignment
- AI crawler access management. robots.txt directives and llms.txt for crawl bots
- LLM referral traffic measurement in GA4 (custom channel groups for AI assistant traffic)

Technical SEO

- Site-wide technical audits (Screaming Frog, Google Search Console, PageSpeed Insights, DebugBear GTmetrix), prioritized by business impact
- Server log analysis and crawl budget management to diagnose indexation and rendering issues
- Schema markup (JSON-LD): Article, FAQ, BreadcrumbList, ItemList, LocalBusiness, Product, Organization, WebPage, WebSite, validated on every deployment
- Domain migrations: URL architecture, redirect mapping, and metadata overhauls with zero equity loss
- Core Web Vitals optimization (LCP, CLS, INP), image SEO at scale
- On-page fundamentals: titles, meta descriptions, canonicals, heading hierarchy, internal linking, site architecture
- CMS depth: Shopify (Liquid), WordPress, WooCommerce, Rentsync, and custom/hybrid builds or headless CMS
- Web development foundation (HTML5, CSS3, JavaScript, PHP, Shopify Liquid, JSON), so I can read, debug, and spec code-level fixes myself

Entity SEO & Semantic Search

- Entity-based content strategy aligned to Google's Knowledge Graph
- Topical authority mapping and semantic clustering
- E-E-A-T audits and implementation, non-commodity content positioning

Content Strategy & Editorial Leadership

- Content roadmaps tied to SEO and monetization goals, from PDPs to long-form authority content
- PDP copywriting with feature/benefit distinction and regulatory claim compliance
- Editorial QA systems: plagiarism checks, source verification, uniqueness checks, and E-E-A-T review before publication
- Brand voice development and style guide creation

Local SEO

- Google Business Profile audits, optimization, and citation ecosystem management
- Geo-targeted landing pages, local schema, NAP consistency

Off-Page & Digital PR

- Backlink acquisition through guest posting, digital PR, and partnerships, with growing focus on earning brand mentions on pages AI engines already cite
- Backlink auditing and toxic link cleanup

Analytics & Reporting

- GA4, Google Search Console, Google Tag Manager, Bing WebMaster, Looker Studio dashboards
- Microsoft Clarity for behavioural diagnostics: session recordings, heatmaps, scroll depth, and rage-click and dead-click reports that show me how real users experience a page, not just how it ranks

- Yandex Webmaster as a second search engine's view of crawl and index health. It often surfaces site quality, duplicate content, and indexing issues that Google Search Console doesn't report, and its IndexNow support speeds up discovery of new and updated pages
- AI visibility dashboards covering mentions, mention volume, sentiment, position, intent, location, SOV, and Web Search grounding; monthly stakeholder reporting with strategic recommendations

Leadership & Enablement

- Mentoring junior specialists and interns, including deliverable review and skills development
- Training client in-house teams on SEO fundamentals, CMS best practices, and analytics
- Cross-functional prioritization with PMs, developers, designers, and editorial
- Building SOPs, playbooks, and onboarding documentation that standardize quality across a team

Tools

SEMrush, Ahrefs, Screaming Frog, DebugBear, Surfer SEO, Peec AI, Profound, Google Keyword Planner, Google Trends, GA4, GSC, GTM, Yandex Webmaster, Amplitude, Microsoft Clarity, BrightLocal, AnswerThePublic, ChatGPT, Claude, Perplexity, Copilot, Shopify, WordPress, WooCommerce, Rentsync

Professional Experience

Senior AEO Specialist, Gallea Ai (Agency)

January 2026 - Present (Hybrid, GTA)

- Lead SEO and AEO strategy for a portfolio of client accounts spanning ecommerce, B2B, SaaS, real estate, and local businesses, from technical audit through implementation, measurement, and monthly stakeholder reporting on each account
- Own the agency's AI visibility programs. Tracking citations, mentions, sentiment, answer position, and Share of Voice across LLMs for each client, segmented by prompt intent and market, and building account-specific content and digital PR strategies to grow Answer Share on their priority topics
- Monitor client brands in Ahrefs Brand Radar to benchmark AI SOV and mention volume against competitors, separate linked from unlinked mentions, and turn unlinked mentions into citation and link opportunities
- Direct PDP optimization across clients' Shopify catalogues, working with each brand's editorial stakeholders on copy standards, claim compliance, and source hyperlinking, all maintained as living revision guides client teams can execute against on their own
- Served as technical SEO lead for a client's full domain migration and corporate rebrand, covering URL architecture, redirect mapping, robots.txt updates, schema rewrites, and a complete metadata overhaul with zero SEO equity loss
- Analyze crawl reports, GSC data, and analytics across accounts to prioritize fixes by impact. Resolve indexing and rendering issues and improve Core Web Vitals

- Run full-site image SEO audits at scale (keyword-rich filenames, descriptive alt text, compression standards) across clients' large product catalogues
- Manage Google Business Profile audits and optimization campaigns, local citation ecosystems, and NAP consistency for local business clients across multiple industries
- Test AEO tactics continuously (schema variations, answer-first restructures, source citation patterns) across the client portfolio and document what moves citation frequency into reusable agency playbooks
- Train and mentor the agency's interns and junior colleagues on technical SEO, schema, and AEO workflows. Review their deliverables before anything ships to a client
- Align SEO and AEO work with each client's broader marketing program (email, PPC, and social) and coordinate implementation with their project managers and developers

Senior AEO & Entity SEO Strategist, Analytics Marketing Inc. (Agency)

December 2022 - January 2026 (Remote)

- Managed SEO and AEO strategy across multiple client accounts spanning healthcare, SaaS, B2B, and professional services, owning strategy, execution, and stakeholder reporting per account
- Architected and executed a full AEO/SEO program across a client's 11-page website redesign covering commercial, informational, and conversion pages, all structured to be retrieved and cited by AI engines as well as ranked
- Built GEO content frameworks that positioned client brands as citable authorities across LLMs, with measurable growth in brand mentions and cited pages
- Mentored junior team members day-to-day. Reviewed deliverables, coached them through technical SEO, schema markup, and content strategy, and contributed to onboarding workflows that standardized quality across the agency
- Delivered training to clients' in-house teams on SEO fundamentals, website management, and analytics so they could maintain and extend the work independently
- Developed agency-wide content standards applied across all client accounts, covering terminology consistency, schema requirements, image compression protocols, and clean-code mandates
- Worked with healthcare clients to produce compliant, medically accurate content aligned to E-E-A-T standards and regulatory guidelines
- Configured robots.txt directives for AI bot crawl permissions across client sites and monitored AI crawler behaviour in logs
- Established an editorial QA process (plagiarism detection, source URL verification at HTTP 200, uniqueness checks, and E-E-A-T review) enforced before every client publication
- Authored internal technical guides on AI citation tracking, schema for AI search, and voice search optimization, all verified against primary sources
- Analyzed performance in GA4, GSC, SEMrush, and Ahrefs to deliver strategic recommendations and monthly reporting to stakeholders on each account

SEO Specialist, Clarity Digital Partners (Agency, Law Firm Clients)

February 2019 - November 2022 (Remote)

- Ran technical SEO audits for a roster of law firm clients (personal injury, family, immigration, and corporate practices), identifying and fixing crawl errors, broken links, indexing issues, and performance bottlenecks
- Optimized site architecture, structured metadata, schema, mobile responsiveness, and Core Web Vitals as part of full law firm website redesigns
- Built out practice-area page structures and lawyer bio pages designed for both local rankings and answer extraction, with clear service, jurisdiction, and credential signals
- Produced SEO-optimized, answer-structured legal blog content built with exact-match FAQ schemas, PAA alignment, and AI-extractable formatting, focused on the questions prospective clients ask before hiring a lawyer
- Deployed multi-schema JSON-LD blocks per page (Attorney, LegalService, Article, FAQ, BreadcrumbList, LocalBusiness) to maximize Knowledge Graph inclusion and PAA capture
- Managed local SEO for multi-office firms. GBP optimization, location pages, and citation consistency across legal directories
- Sourced all content from primary references (statutes, court decisions, bar association publications, and government resources) and enforced compliance with law society advertising rules, brand guidelines, and competitor mention policies
- Built custom dashboards and analytics reports tracking traffic, rankings, engagement, and consultation-request conversions for each firm

Education & Professional Development

- **BA in Marketing**, Siantou University Institute, Yaoundé, Cameroon
- **Google Digital Marketing & E-Commerce Certificate**, Coursera
- **Answer Engine Optimization (AEO) Course**, Ahrefs Academy
- **SEO Certificate**, HubSpot Academy & SEMrush Academy
- **Content Marketing Certificate**, HubSpot Academy
- **Introduction to Artificial Intelligence (AI)**, Coursera
- **Ongoing**: advanced AEO/GEO, AI search ranking factors and retrieval behaviour, LLM content optimization, advanced Screaming Frog crawl analysis, and Shopify Liquid templating. I treat continuous learning and hands-on testing as part of the job.

References Available Upon Request