

Erik Marsh

SEO, GEO, AEO, AND CONTENT STRATEGY

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Professional Summary

Hands-on SEO lead with 7+ years of experience connecting technical SEO and content strategy to business outcomes. Owns SEO and GEO strategy for large websites, with complementary UX and CRO experience. Builds GEO and AEO work on strong SEO foundations, using site performance, crawlability, strong content, UX, and CRO to provide the informational coverage, structure, and access AI tools need to understand brands and their offerings.

Core Expertise

SEO roadmaps | Generative engine optimization (GEO) | Answer engine optimization (AEO) | Content strategy | AI visibility measurement | Technical audits | Local SEO | Internal linking | Business-outcome reporting

Professional Experience

SEO Lead | Brunner

Remote, United States | Apr 2024 - Present

- Own SEO and GEO strategy for large client websites, aligning technical and content roadmaps with business needs; connect conversion reporting to business outcomes and coordinate content, development, UX, and CRO partners.
- Independently developed a nonprofit services conversion strategy in March 2026, prioritizing high-intent landing pages and internal links; implementation began in April. June 2026 organic conversions rose 42.9% (5,256 to 7,512) versus June 2025, while organic sessions declined 12.6%.
- Co-developed an intent-segmented, answer-first strategy for a building-materials resource page with a senior leader. Organic sessions grew 283% (1,880 to 7,201) and GA4 key events grew 257% (251 to 896) in January-July 2026 versus the same months of 2025.
- For the same page, average tracked Google AI Overview citations rose from 0.80 in Q1 2025 to 88.97 in July 2026, measured using daily Ahrefs Brand Radar snapshots.
- Partner with content teams on editorial calendars and topic roadmaps; translate audience questions into briefs, page hierarchy, and answer-first content structures.
- Diagnose crawl, JavaScript-rendering, and performance issues; hand prioritized technical findings and implementation recommendations to developers.
- Produced a multi-source AI-search benchmark using Brand Radar, GSC, GA4, AWR, Ahrefs, and a rendered crawl; created a readiness action plan covering technical access, structured data, entity consistency, and referral measurement.
- Develop local SEO strategies for franchise and multilocation businesses, alongside SEO work for ecommerce clients.
- Built an AI-assisted internal-linking workflow using Screaming Frog and embeddings, reducing estimated audit effort from 30-40 hours to about 2-4, including human review and implementation recommendations.
- Serve as Brunner's primary GEO presenter for clients and prospects, explaining opportunities and measurement limits; recruited and trained an SEO intern through weekly coaching and deliverable review.

Professional Experience Continued

SEO and Content Strategy Specialist | Arizona College of Nursing

Phoenix, AZ | Jun 2022 - Jan 2024

- Owned B2C SEO strategy for a 2,000+ page nursing-education website, connecting search intent, technical priorities, and content to prospective-student needs.
- Created the blog content strategy and managed its writing contractor from ideation and assignments through editing and publishing.
- Led technical audits and UX recommendations; administered the transition to GA4 with custom channels, conversion tracking, and performance reporting.
- Built local SEO campaigns across 18 US markets using Google Business Profiles, Bing Places, and location-focused landing pages.

Technical SEO Specialist | Digital Third Coast

Chicago, IL | Jan 2022 - May 2022

- Audited nonprofit, ecommerce, and B2B websites with 10,000+ pages, recommending improvements to Core Web Vitals, user experience, and search performance.
- Identified competitor content gaps and translated technical findings into client recommendations tied to business priorities.

SEO Specialist | Levy Online

Las Vegas, NV | Jan 2021 - Oct 2021

- Managed SEO campaigns spanning content, technical SEO, competitor analysis, and schema; conducted recurring audits for 20+ sites.
- Built local search profiles for businesses with up to 18 locations and resolved 25+ Google Business Profile suspensions to restore visibility.

SEO and Content Specialist | Liberty University

Lynchburg, VA | May 2018 - Jan 2021

- Migrated 800+ pages to WordPress with mobile and desktop UX improvements; optimized articles, landing pages, and conversion-focused education content.
- Created search-informed SEM and PPC content and used keyword research to align page messaging with prospective-student questions.

Tools and Technical Skills

Site architecture | Crawlability and indexation | Canonicalization | Redirects | Core Web Vitals | JavaScript performance diagnostics | Schema and JSON-LD | HTML | CSS | WordPress

GA4 | Google Search Console | Google Tag Manager | Looker Studio | Ahrefs and Brand Radar | Semrush | Screaming Frog | Advanced Web Ranking | Chrome DevTools | GTmetrix | ChatGPT | Claude

Education

Master of Arts in English, Liberty University, 2016

Bachelor of Science in General Studies, Liberty University, 2012

Concentrations in English, Mathematics, and Engineering