

Jonathan Gouveia

TECHNICAL SEO & GEO LEAD

Technical SEO and GEO leader with 20+ years improving organic search performance for financial institutions, retail brands, and platforms at 1M+ URL scale. Currently own technical SEO and AI-search strategy for usbank.com. Specialize in enterprise crawl and indexation analysis, schema and site architecture, Core Web Vitals, and GEO/AEO (llms.txt, AI-crawler policy, prompt tracking, citation strategy). Build the agentic systems that run the work by directing AI coding agents, not by hand-writing production code.

SKILLS

- **SEO Tools:** Screaming Frog, Ahrefs, Semrush, Yext, Search Console, BrightEdge, Lumar
- **GEO / AEO:** llms.txt, AI-crawler/agent policy, prompt and citation tracking, query fan-out, structured data, IndexNow
- **AI / Agentic Dev:** Claude Code, Codex, OpenClaw/Hermes, Gemini/Nano Banana
- **Code:** Python, Javascript/TypeScript, React.js, Next.js, HTML, XML, JSON, Schema, MCP/API
- **Analytics Tools:** GA4, GTM, Adobe Analytics, BigQuery, Looker, PowerBI, Tableau, Lighthouse
- **Project Management/Automation:** JIRA, Trello, Zapier, Airtable, n8n, ClickUp
- **Platforms:** WordPress, Shopify (incl. Hydrogen), Adobe Experience Manager, Wix, Magento

EMPLOYMENT HISTORY

Technical SEO Manager

US Bank

Feb 2026 - Present

Remote, United States

Own technical SEO and GEO/LLM visibility strategy for usbank.com, including agentic-web readiness on an Akamai CDN and Bot Manager stack.

Key Responsibilities:

- Ran a full crawl analysis of public URLs across 5 crawl types, then delivered the sitemap architecture (an index plus 3 sitemaps) and a robots.txt recommendation including AI-crawler policy.
- Delivered the agentic-web strategic brief and the agent-ready implementation opportunities for an enterprise site behind Akamai CDN and Bot Manager, and put llms.txt and IndexNow on the roadmap.
- Conduct technical audits across crawlability and indexation (search engines and LLMs), schema, XML sitemaps, internal linking, page-load bloat, Core Web Vitals, and JavaScript rendering.
- Discovered indexability failures a standard checklist misses: where a page passes every technical gate and an assistant still cannot read it.
- Partner with stakeholders on SEO governance tied to Akamai, indexing controls, large-site content architecture, and vendor-owned schema markup.

Founder

PixelCove

Jun 2025 - Present

Andover, MA, United States

Agentic marketing agency. Design-led digital refreshes pairing front-end design with technical SEO and GEO in one engagement, delivered on agentic systems built in-house. Retainers run 3 to 12 months.

Selected Client Work:

- **FDA-regulated patient-support programs, via agency partners:** SEO, GEO, and AEO across patient-support programs for FDA-regulated treatments,, delivered through agency partners. Shipped llms.txt live to production, built a query strategy of 33 keywords, 55 AI prompts, and 36 FAQs across two programs, and stood up a weekly 36-prompt GEO tracker. Technical audits caught sitewide missing structured data and a canonical-to-404 P0. All work cleared medical-legal review.

- **Broadtime (ecommerce platform, ~190 independent record stores):** Fleet-wide SEO, front-end, and measurement. Architected GA4/GTM across the fleet (shared container, per-store properties plus roll-up), found that fleet-wide traffic was not being tracked to revenue, and designed the fix. Built a reusable Python analytics dashboard and productized store audits and homepage mockups.
- **Licorice Pizza Records (LA record store, trading since the 1970s):** Full digital transformation. Bespoke Shopify Hydrogen storefront live in production, a custom vinyl-pressing quote tool that replaced email quoting for 100 to 2,000-unit runs, a self-managed Square-to-Shopify migration, and a ~40k-title catalog import via Admin Bulk Operations. The redesign closed the next client by word of mouth.

AI & Agentic Systems Development

PixelCove

2025 - Present

Andover, MA, United States

The layer the SEO and design work now runs on. Systems designed and shipped by directing AI coding agents (Claude Code, Codex), not by hand-writing production code. About a year of building, roughly 40 repositories, dozens of shipped systems.

Selected Systems:

- **Voiceprint:** An autonomous editorial desk that drafts, quality-gates, and publishes behind deterministic gates (X-weighted character count, banned-phrase scan, sensitivity leak guard), supervised by 5 scheduled jobs with heartbeat watchdogs.
- **Delivery Engine:** A deterministic 8-dimension evaluator for client deliverables, 141 tests, 0.80 pass bar. It has rejected a human ghostwriter's drafts.
- **SEO automation:** A multi-MCP Claude Code SEO workflow (Google products, GSC, Ahrefs, GitHub, Playwright), a deterministic review-first SEO audit CLI, and a Search Console CLI with an offline cache for quick-win and cannibalization analysis.
- **Open source:** gemini-interactions, a single-file CLI for Google's Gemini API (MIT), upstream contributions to browser-use/browser-harness, and 15+ authored Claude Code skills.
- **Products built solo:** MerryMap, ScareMap, DeskIQ, and Pearl (SMS event concierge, 108 tests, live pilot), with SafeBid, FinKode, and IrisFile in build.
- **The signature:** Deterministic gates around AI creativity (a check runs every time, a written rule decays), supervised autonomy with heartbeat watchdogs, secrets resolved at runtime and never stored, and human review before anything reaches a client.

Lead SEO Strategist, Enterprise

OuterBox

Oct 2025 - Feb 2026

Remote, United States

Lead SEO and GEO strategy for a diverse portfolio of enterprise e-commerce and lead gen clients driving measurable growth in organic traffic, qualified leads, and revenue.

Key Responsibilities:

- Led large-scale SEO content strategy for retail brands using topic cluster and on-page keyword optimization strategies across product pages, product listing pages, blogs, and in-depth articles to strengthen expertise, trust, and authority.
- Crafted comprehensive keyword/prompt mapping strategies to target non-branded keywords based on brand personas and search intent behaviors.
- Conducted technical audits identifying critical issues including Core Web Vitals, schema markup, indexation problems, metadata, response codes and information architecture improvements, etc.
- Implemented AISEO (AEO+GEO) strategies to increase brand visibility in generative engines (ChatGPT, Perplexity, Google AI Overviews) through prompt analysis, query fan-out, structured data and citation analysis.
- Developed automated, scalable SEO workflow in Claude Code using multi-MCP suite including Google products, GSC, ahrefs, github, playwright and more.
- Implement Local SEO strategies for multi-location businesses including GBP optimization, LocalBusiness schema, citation building, and localized content for Maps and local organic visibility.
- Build client-facing reports using GA4, Search Console, and Ahrefs to track performance and demonstrate ROI.
- Lead team of 2 SEO strategists through delegation and mentorship on technical and client management skills.

SEO Consultant (Part-Time)

Linkflow

Jan 2024 - Jun 2024

Remote, United States

Part-time SEO consulting for a B2B and SaaS SEO agency, working directly on client accounts across software and technology.

Key Responsibilities:

- Provided SEO content strategy and technical optimization for agency clients, including Sonatus (B2B SaaS, automotive software), targeting a technical-buyer audience.
- Developed keyword and topic mapping against buyer personas and search intent for SaaS accounts.
- Performed technical audits covering crawlability, indexation, metadata, internal linking and structured data.

SEO Manager

Broadridge

Apr 2018 - Jun 2025

Andover, MA, United States

Founded SEO program consisting of technical optimization, content strategy and local SEO for over 100k individual websites (over 1mil URLs) for financial institutions. (Notable clients: UBS, Wells Fargo, TD Bank, Stifel)

- Delivered SEO roadmap to establish clear strategies, deliverable timelines and communicated with executive leadership.
- Developed SEO content strategies and on-page keyword optimization for financial client sites improving E-E-A-T signals while increasing organic conversions, engagement, and overall site performance.
- Created SEO/AEO/GEO guidelines for content team to integrate optimization during writing process.
- Performed advanced technical SEO audits including crawl/indexing/log analysis, Core Web Vitals, schema, etc.
- Developed Local Search Optimization strategy for financial advisors targeting geo-centric keywords using advanced Local SEO techniques (schema-stacking, localized content, quality citations, etc.).
- Leveraged LLMs and AI agents/sub-agents to automate and scale keyword research, content optimization, link/citation prospecting, and performance analysis, accelerating project timelines and improving efficiency.
- Built automated interactive SEO dashboards using Google Analytics 4, Search Console, and PowerBI to provide clients with transparent performance tracking and actionable insights.

Performance Highlights:

- Increased client Organic Conversions by 453% post technical/on-page enhancements (~2020).
- Increased geo-centric keyword visibility by 148% post Local SEO enhancements (~2023).

SEO Technical Contractor (Part-Time)

Lands' End

Jun 2018 - Sep 2023

Remote, United States

Developed Technical SEO architecture for core Product Listing, Product Detail and Article pages on part-time consulting basis.

- Provided programmatic SEO technical elements for PLPs and PDPs including URLs, Titles, Headings, Canonicals, Schema, Core Web Vitals, etc.
- Developed content strategies for large-scale content production for Product and Article pages.
- Trained content writing, product and merchandising teams on best SEO writing practices.
- Implemented on-page optimization of metadata, headings and body copy on custom Adobe Experience Manager instance.
- Leveraged AI (ChatGPT) and internal NLP content generation tool to automate SEO copy at scale.

Performance Highlights:

- Increased yearly Organic Search Demand from \$100mil to \$120mil after first year.
- Achieved top-5 rankings on competitive head terms including "womens swimsuits" and "womens winter coats".
- Created NLP internal automated content generation program.

SEO & Web Analytics Manager

State Street

Jun 2015 - Mar 2018

Boston, MA

Responsible for SEO across Global Web properties.

- Developed SEO technical enhancements to maximize crawlability and optimize content at scale.

- Implemented International SEO strategy for multi-language & multi-country to mitigate country-specific SERP inaccuracies and ensure accurate local domain/lang handling.
- Led full site migration from orphaned legacy sites to unified global domain with localized HTML and content.
- Delivered SEO content strategy, and scalable tactics and guidance for internal writers.
- Developed strategic reporting using Google Analytics, Search Console and Adobe Analytics instances.
- Successfully presented SEO technical findings and analytics dashboard reports to executive management and dev teams.
- Managed team of 3.

Performance Highlights:

- Increased non-branded Organic Traffic by +170% YoY (year 1), 53% (year 2).
- Successfully executed SEO and Analytics portion of larger Digital Transformation strategy.

SEO Manager

Aug 2012 - May 2015

Didit

Waltham, MA

Managed SEO strategy for client web properties including Fortune 100 financial institutions, large retail brands, SAAS companies, local businesses, etc.

- Delivered custom SEO consulting including page optimization, keyword strategy & mapping, technical auditing and recommendations, content writing guidelines and link building.
- Effectively managed multiple client SEO strategies, deliverables, and communications to ensure successful client campaigns.
- Created standard processes and documentation for SEO team to align strategies/tactics.
- Managed Local SEO strategy consisting of Google My Business profile optimization, Localized on-page optimization and citation building.
- Developed custom client-facing reports for clients using Google Analytics and Webmaster Tools.
- Led team of 2-3 junior SEO employees.

SEO Program Manager

Apr 2008 - Aug 2012

Inceptor

Waltham, MA

Led comprehensive SEO strategy for high-profile clients including Fortune 100 financial institutions, large retailers, healthcare, sports brands and SaaS providers.

- Provided customized SEO strategies including keyword mapping, on-page optimization, technical audits, content guidelines, and white-hat link building strategies.
- Delivered client-facing, Enterprise-level SEO Dashboard reports using Google Analytics.

Founder

Nov 2002 - Apr 2008

Groomsday.com

Arlington, MA

Founded successful SEO-centric eCommerce wedding gift business.

- Implemented SEO technical, content and link building best practices.
- Developed internal reporting system using Google Analytics.

SEO PORTFOLIO

Portfolio: jongouveia.com

LinkedIn: <https://linkedin.com/in/jonathan-gouveia-2310a516>

EDUCATION

Certificate of Advanced Web Design

Northeastern University

Boston, MA

Information Systems

University of Massachusetts, Lowell

Lowell, MA

Google Analytics Certification

Google Ads Certification