

Mike Price

SEO Director · AI Search (AEO / GEO) Specialist

708-263-3635 · mikepriceseo@gmail.com · mikepriceseo.com · Phoenix, AZ

CORE SKILLS

AI Search (AEO / GEO)

AI-answer visibility & citation tracking, share-of-voice across ChatGPT / Gemini / Claude / Perplexity, structured data & schema strategy, entity optimization, content structuring for AI retrieval.

Technical SEO

Site architecture, crawlability, structured data, JS-rendering considerations, technical audits, large inventory-driven sites.

SEO Platforms & Data

SEMrush, Screaming Frog, Surfer SEO, GA-4, Google Search Console, DataForSEO, BrightLocal.

AI Tooling & Automation

Custom platform development, LLM / API integration, Make, Zapier, custom GPTs, AI-assisted development.

EDUCATION & CERTIFICATIONS

Arizona State University

B.S. in Health Sciences

Gotch SEO Academy

SEO certification

PROFESSIONAL SUMMARY

SEO leader on the front edge of the shift to AI-driven search. Promoted to SEO Director within 90 days of hire. Beyond strategy, I build the tooling - including a **custom platform** that tracks brand visibility and citations across AI answer engines (ChatGPT, Gemini, Claude, Perplexity) alongside traditional rankings. I pair technical SEO and structured-data expertise with hands-on AI and automation skills to keep brands visible as search shifts from ten blue links to AI answers.

PROFESSIONAL EXPERIENCE

AdsIntelligence Marketing

Phoenix, AZ · Jan 2026 – Present

SEO Director (promoted from Senior SEO Manager within 90 days)

Own SEO and AEO/GEO strategy, campaign management, and execution across a portfolio of 16 clients spanning ~35 domains and 60 Google Business Profiles for real estate developers, homebuilders, and property managers.

Built and maintain a custom AI-search intelligence platform (Node.js, 350+ API endpoints, 70+ data tables) used daily by the SEO team - tracking brand visibility, share-of-voice, and citations across ChatGPT, Gemini, Claude, and Perplexity alongside rankings, GBP map-grids, technical audits, and reporting. Integrates DataForSEO, Google APIs, and four LLMs. [See the platform →](#)

Replaced the agency's third-party SaaS stack (rank tracking, local SEO, audits) with the in-house platform, cutting ~\$2,000/month in subscription costs.

Established the SEO program from the ground up - architecture, processes, systems, and deliverable standards for a high-touch, white-glove offering, including weekly monitoring of clicks, impressions, rankings, AI visibility, and conversions across all campaigns.

Own technical SEO for large, inventory-driven real estate sites (site architecture, crawlability, structured data) plus AEO content structuring for AI-answer surfaces.

Manage and train an SEO specialist; coordinate cross-functionally with web development and design teams; present strategy and results directly to clients on weekly calls.

Fullsteam

Phoenix, AZ · 2025

SEO Analyst

Introduced scalable automations and SOPs and built custom workflows (Make, Zapier, ChatGPT) to replace manual tasks; managed 30+ local SEO clients as project manager and strategist.

Price Digital

2024

Founder & SEO Consultant

Built and ran a boutique SEO agency for service-based businesses - owning strategy, client communication, and delivery while developing repeatable systems; drove local and organic visibility through on-page, off-page, and technical SEO.

Intero Digital

2023

SEO Analyst Intern

Managed SEO for 20+ national e-commerce brands; performed on-page optimization, metadata, and keyword-driven content at scale, and implemented structured data and per-client roadmaps.