GABRIEL GUTIERREZ

SEO ENGINEER | TECHNICAL SEO, AEO & ORGANIC GROWTH

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INTRODUCTION

Technical SEO and AEO professional with hands-on experience building, structuring, and optimizing websites for organic search visibility and measurable business impact. Strong background in technical SEO, structured data and schema implementation, content architecture, analytics, and AI-assisted automation. Experienced in aligning search strategy with platform performance, user experience, and conversion optimization.

CORE COMPETENCIES & TECHNICAL PROFICIENCIES

TECHNICAL SEO & AEO
- Technical SEO audits and implementation
- Crawlability and indexation optimization
- XML sitemaps and robots.txt configuration
- Structured data and schema markup (FAQ, Article, Product)
- Answer Engine Optimization (AEO) for featured snippets and AI search results
- Internal linking strategy and site architecture
- Core Web Vitals and mobile-first optimization

ORGANIC GROWTH & CONTENT SYSTEMS
- Keyword research and search intent mapping
- Content clustering and topic authority strategy
- Metadata optimization and heading hierarchy
- SEO-driven landing page and blog development
- Local SEO strategy

DATA, ANALYTICS & REPORTING
- Google Analytics and GA4
- Google Search Console
- Traffic, CTR, ranking, and index coverage analysis
- Performance dashboards and executive reporting
- A/B testing for SEO landing pages

AI & AUTOMATION
- AI-assisted content workflows
- n8n workflow automation and API integrations
- Automated SEO content pipelines
- Workflow orchestration using automation tools
- CRM and marketing system integrations

ECOMMERCE SEO & PLATFORM EXPERIENCE
- SEO optimization for DTC and WooCommerce environments
- Product page optimization and structured product data
- Conversion rate optimization aligned with organic traffic
- Checkout flow and site performance improvements
- Platform experience: Shopify, WooCommerce, Magento, BigCommerce

TECHNICAL SKILLS
- WordPress (Elementor, custom templates)
- WooCommerce
- HTML and CSS
- PHP (WordPress theme and template customization)
- JSON and JSON-LD structured data
- CRM and ERP integrations

ADDITIONAL
- Bilingual: English and Spanish

EXPERIENCE

TECHNICAL SEO & PLATFORM PERFORMANCE
- Led technical SEO initiatives across multiple websites, improving crawlability, indexation control, structured data implementation, and organic visibility.
- Implemented schema markup including FAQ, Article, and Product structured data to support rich results and AEO visibility.
- Optimized internal linking structures and site architecture to improve topic authority and search engine crawl efficiency.
- Configured robots.txt files, sitemap controls, and indexing rules to support clean search engine access.
- Improved Core Web Vitals through layout optimization, image handling, and mobile-first design improvements.
- Used PHP within WordPress themes to implement conditional logic, header modifications, structured data injection, and rendering control.

ECOMMERCE & ORGANIC REVENUE ALIGNMENT
- Directed digital platform performance with focus on SEO-driven revenue growth and conversion optimization.
- Optimized product and category pages for search visibility using structured product data and metadata improvements.
- Aligned SEO strategy with user experience, checkout performance, and site structure to support organic conversion growth.
- Integrated CRM and ERP systems to ensure accurate data tracking across marketing and reporting systems.
- Supported marketplace and DTC channels with structured content and optimized navigation frameworks.

DATA ANALYSIS & SEARCH PERFORMANCE
- Monitored search impressions, click-through rates, ranking trends, and index coverage using Google Search Console and GA4.
- Built reporting dashboards to measure organic growth impact and conversion performance.
- Analyzed traffic behavior and engagement signals to refine landing page structure and metadata strategy.
- Applied structured experimentation to improve organic page performance and user engagement metrics.

AI, AEO & AUTOMATION SYSTEMS
- Developed AI-assisted content workflows aligned with keyword targeting and search intent strategy.
- Built automated publishing and reporting pipelines using n8n and API integrations.
- Created AI agents to support structured blog generation, content formatting, and operational data automation.
- Designed repeatable SEO processes to improve content scalability and reduce manual effort.
- Integrated automation into CRM and marketing systems to improve lead tracking from organic search channels.

EDUCATION

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- Degree in Business Administration

RESOURCES

Professional Website/Profile _____ www.Gabriel.Gutierrez.info