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keithlgoode@gmail.com

Keith L. Goode

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| Objective |  | Technical SEO Strategist and Product Manager with 25+ Years of Experience in SEO and Over 15 Years Working In-House at Fortune 1000 Companies   * Proven history of driving growth and innovation in SEO products and services * Expertise in all aspects of SEO, including technical SEO, content strategy, and SEO product management. * Strong analytical and problem-solving skills * Experience with Agile methodology * Enthusiastic public speaker and educator |
| Professional Achievements |  | Inventions and Patents Detecting and Mitigating Bias in Natural Language Processing, IBM, Patent No. 11657226 ([Link](https://patents.justia.com/patent/11657226)) Industry Awards Judge US Search Awards, European Search Awards, Global Search Awards, Interactive Search Awards, US Social Media Awards, UK Content Awards SEO Industry Speaker Pubcon Pro, SMX West, Digital Summit, DMO (formerly Advanced Search Summit), DeepSEOCon, State of Search, Houston Interactive Strategies, SearchHOU, Clarity World Tour, Crossfinity (Japan), Making the Marketer Summit (IBM), Search Engine Journal eSummit (Advanced SEO training) |
| Skills |  | **Enterprise-level Technical SEO and Site audits,** including HTTP status codes, crawl logs analysis, JavaScript rendering, Schema implementation, CSS and HTML review, robots.txt and robots meta-tag analysis, Core Web Vitals optimization, SSL canonicalization, canonical tags and HREFLANG implementation, taxonomy/information architecture and internal linking.  **Content Strategy and Optimization:** competitive gap analyses, content planning, keyword research and prioritization, entity analysis, knowledge graph integration, and social media planning  **Certified Scrum Master:** LOE/LOI Matrixing, Agile budgeting and planning, and Scrum team leadership  **Tools and platforms:** Ahrefs, Airtable, Google Bard, Bing Webmaster Tools, BrightEdge, ChatGPT, ClickUp, Content King, Excel, Google Analytics, Google Search Console, Jira, Looker Studio, Miro, Mural, New Relic, PowerPoint, Rally, Schema.org, Screaming Frog, Semrush, seoClarity, Sitebulb, Trello, Word, WordPress, and Wrike. |
| Work History |  | SEO Product Director, Cox Automotive Inc., Atlanta, GA (Remote) September 2021 – October 2023 Senior SEO Strategist, IBM, Austin, TX October 2016 – September 2021 Chief SEO Evangelist, seoClarity, Chicago, IL (Remote) February 2015 – October 2016 Global Online seo tECHNOLOGY leAD, deLL tECHNOLOGIES, rOUND rOCK, tx June 2011 – January 2015 dIRECTOR OF seo, sPAREFOOT, Austin, TX June 2010 – March 2011 Search Engine Marketing Manager, Builder Homesite (BHI), Austin, TX October 2008 – July 2010 SEO TEam Lead, HomeAway (now VRBO), Austin, TX March 2007 – October 2008 |
| Education |  | The University of North Carolina at Asheville B.A. Literature and History Graduated 1994 |
| References |  | Endorsements and References available on LinkedIn Profile <https://www.linkedin.com/in/keithlgoode/> |