

RYAN JOHNSTON

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PROFESSIONAL SUMMARY

SEO Strategist with a track record of driving measurable organic growth across large, multi-location accounts. Own strategy end-to-end, from technical audits and content architecture to GBP management and generative engine optimization (GEO), managing a portfolio worth \$700K+ in annual contract value across 35 accounts.

PROFESSIONAL EXPERIENCE

Coalmarch Marketing

SEO Strategist

Oct 2024 – Present

- Own quarterly goals, competitor analysis, content plans, and client reporting for a portfolio of larger home service accounts, presenting SWOT analyses and quarterly business reviews to owners.
- Doubled organic sessions (+102%) and lifted GBP call clicks 95% after one site relaunch, part of SEO for 20+ launches from pre-launch planning and 301 checks to 3-month reviews.
- Build website content, structure, and on-page SEO from scratch for high-revenue clients, using client surveys to shape strategy and local landing pages for each service and town.
- Diagnose and fix technical SEO problems in Screaming Frog, Google Search Console, and GA4, from crawl errors and indexing issues to site speed, schema, and Core Web Vitals.
- Engineer Claude workflows for local keyword research and content, plus EEAT-focused HTML elements that refresh, and track client visibility in AI Overviews, ChatGPT, and Perplexity.
- Overhauled citation-building, site health audit, and competitor SERP SOPs for the SEO and Account teams, updated for AI search.

SEO Analyst

Jun 2023 – Oct 2024

- Executed day-to-day SEO for up to 40 small and mid-size home service accounts at a time, supporting multiple strategists and keeping deliverables on schedule across a high-volume book.
- Ran keyword research, on-page and technical fixes, content creation, and Google Business Profile and local listing optimization, using Analytics and Search Console data to guide priorities.

ProSapient

Client Services Associate

Feb 2022 – Feb 2023

- Generated \$181K in revenue by sourcing and vetting industry experts for consulting clients.

Cellular Sales (Verizon)

Wireless Sales Consultant

Sep 2021 – Feb 2022

Stevenson-Hendrick Honda

Automotive Sales Consultant

Jan 2021 – Jun 2021

SKILLS

SEO: Local SEO, AEO, Strategy Development, Keyword Research, Multi-Location SEO, Landing Pages, Internal Linking, Schema Markup, AI Search Optimization, Prompt Engineering, Google Business Profile Management, Content Creation, Citation Building, Data Analysis, Client Communication

Tools: Google Search Console, Google Analytics 4 (GA4), Google Tag Manager, Ahrefs, MOZ, Looker Studio, Screaming Frog, BrightLocal, Whitespark, WordPress, Drupal, Claude, ChatGPT, Gemini, Perplexity

EDUCATION & HONORS

University of North Carolina Wilmington | Bachelor of Science, Business Administration

Dec 2020

Boy Scouts of America | Eagle Scout