

# CRAIG DENNIS

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## TECHNICAL SKILLS & TOOLING

### SEO Architecture & Strategy

Multi-pillar clustering · Internal linking frameworks · Bottom-funnel capture · Content refresh & ranking stabilization

### SEO Tooling & Optimization

Ahrefs · Google Search Console · SurferSEO · Clearscope · Frase

### Analytics & Attribution

GA4 · First-touch opportunity tracking · Pipeline alignment

### CMS & Implementation

WordPress · Sanity · HubSpot

## SEO & GROWTH STRATEGIST | 1,828% ORGANIC GROWTH | SEMANTIC SEARCH ARCHITECTURE

SEO strategist specializing in multi-pillar architecture, ranking stabilization, and bottom-funnel capture. Scaled organic traffic from ~30k to 110k+ monthly visits, expanded 1–3 and 4–10 ranking footprint, and built revenue-attributed search systems influencing \$2M–\$3.5M monthly ACV.

## WORK EXPERIENCE

### SEO & Growth Strategist – Hightouch (Remote)

2022 - Present

- Scaled organic traffic from ~30k to 110k+ monthly visits (+1,828%) in 24 months through multi-pillar semantic SEO architecture.
- Expanded 1–3 and 4–10 keyword ranking footprint across competitive martech categories (CDP, lifecycle marketing, AI decisioning).
- Built bottom-funnel FAQ and micro-page programs to capture high-intent demand and stabilize rankings.
- Engineered structured internal linking framework to consolidate authority across pillar clusters.
- Ran structured content refresh experiments to recover and compound rankings in volatile AI-related search terms.
- Connected organic traffic to first-touch opportunity tracking, influencing 40–55 organic-sourced opportunities/month.
- Generated 648 leads from a single research-driven search asset.

### SEO Content Consultant (Freelance) – Dennis Marketing

2021 - Present

- Produced SEO-optimized long-form content for B2B SaaS brands including Userpilot, DataStax, and Global Payments.
- Built high-intent content using SurferSEO and Clearscope to align with search intent and competitive SERP benchmarks.
- Created developer-focused technical content (DataStax) optimized for organic search and GitHub distribution.
- Integrated on-page SEO best practices (entity alignment, internal linking, content scoring) into publishing workflows.
- Partnered with SMEs to translate complex technical concepts into search-optimized, authority-building assets.

# CASE STUDY

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## SCALING ORGANIC SEARCH THROUGH SEMANTIC ARCHITECTURE

- **Company:** B2B Martech (Hightouch)
- **Role:** Content Marketer
- **Scope:** SEO architecture, bottom-funnel capture, LLM visibility, revenue attribution

### Results

- +1,828% organic traffic growth (30k → 110k+ monthly visits)
- Significant expansion in 1–3 and 4–10 keyword ranking footprint
- 40–55 organic-sourced opportunities per month
- \$2M–\$3.5M incremental monthly ACV influenced by organic
- 648 leads generated from a single research-driven asset

### What I Built

#### Semantic Search Architecture & Ranking Expansion

- Designed and executed multi-pillar SEO cluster strategy across AI, CDP, lifecycle marketing, and decisioning categories, driving +1,828% organic growth (30k → 110k+ monthly visits).
- Built bottom-funnel FAQ and micro-page programs to capture high-intent queries and expand 1–3 / 4–10 ranking footprint in competitive martech SERPs.
- Developed structured internal linking framework to consolidate authority and stabilize rankings across pillar clusters.

#### Revenue-Aligned SEO Execution

- Connected organic traffic to first-touch opportunity tracking, influencing 40–55 organic-sourced opportunities per month.
- Generated 648 leads from a search-optimized proprietary research asset.

#### AI-Assisted Search Visibility

- Optimized priority pages for AI-assisted search visibility (GPT & Gemini) through entity clarity and semantic structuring.

### Impact

Established a compounding semantic search system that expanded ranking footprint, captured high-intent demand, and converted organic visibility into measurable pipeline and ACV influence.