

Jeremy Rivera

TECHNICAL & LOCAL SEO · SEO SAAS PRODUCT MANAGEMENT · CONTENT STRATEGY · LINK BUILDING

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SUMMARY

Nineteen years in SEO — freelance, in-house, at agencies, at big brands, and inside SaaS product teams. Started in 2007 optimizing for Yahoo, MSN, AltaVista, and HotBot; today builds entity- and interview-driven visibility for the AI-search era. Equal parts **practitioner and product manager**, having **directed SEO product roadmaps at three SaaS companies** (Raven Tools, TapClicks, CopyPress) — writing specs, running dev scrums, and shipping tools SEOs actually use. Founder of **SEO Arcade** and host of the **Unscripted Podcast Network**, where 200+ practitioner interviews double as a content, entity, and link engine.

CORE EXPERTISE

Technical SEO & Audits • SEO SaaS Product Management • Link Building & Digital PR • Local SEO • Entity SEO / GEO / AEO • Keyword Research & Clustering • SEO Forecasting & Opportunity Sizing • Content Strategy • SEO Training & Onboarding • Webinars & Public Speaking • Team Leadership • WordPress & AI Workflow Engineering (Claude Code, MCP)

EXPERIENCE

CURRENT

Founder, Writer & SEO Journalist — SEO Arcade

Apr 2019 – Present

- Bootstrapped an **SEO SaaS** delivering simplified keyword research, keyword clustering, and traffic projections — built to shortcut the lengthy keyword research process.
- Extended the platform into **podcast-powered SEO**: guest sourcing, production, content repurposing, link tracking, and internal-linking strategy.
- Published a **60-card SEO Tactic Library** mined from 200+ practitioner interviews — every play attributed to its endorser, classified by difficulty and time-to-results.

Host & Producer — Unscripted Podcast Network

Present

Unscripted SEO · Unscripted Small Business · Unscripted Home Improvement

- Creates and hosts three shows with **200+ recorded interviews**; each conversation yields **3,000–4,000 words** of unique indexable content plus entity signals and editorial links.
- Operates **10+ WordPress properties** that repurpose the interview library into topical hubs, downloadables, and link assets.

Freelance SEO Consultant — Jeremy Rivera SEO

Jan 2016 – Present

- Solely responsible for **sales, consulting, and implementation** of SEO for small, medium, and enterprise businesses worldwide.
- In-depth audits and consulting for **Lumosity, Logan's Roadhouse, Dr. Axe, Smile Direct Club, and Doc Doc**; industries from roofing and eCommerce to steel doors and toilet partitions.
- Delivered **white-label services and SEO training** for agencies including BTW Labs, 2theTop Design, Marketier, and Valcon Media.

PREVIOUS

Director of Content Analysis, Special Projects — CopyPress

Sep 2022 – Feb 2024

- High-level SEO consultant for **enterprise, at-scale content marketing clients**.
- Directed **product management for the content analysis tool and in-house keyword clustering tool** — wrote specs, built beta-testing groups, defined bugs and feature requests, and developed onboarding processes.
- Created webinars and SEO content; handled technical and on-page SEO for the agency marketing site.

“He made CopyPress better while he was here... If you are looking for an SEO or someone to guide search-related product development, I can't recommend anyone more than Jeremy.”

Dave Snyder, CEO, CopyPress

Director of Digital Marketing & Consultant — 2theTop Design

May 2014 – Dec 2022

Nashville, TN

- Advised and implemented **SEO, social, and PPC** strategy for clients across law, dental, landscaping, and real estate.
- Delivered in-depth audits, presented findings in client meetings, and reported weekly and monthly; ad hoc consulting across **enterprise, SMB, and SaaS** campaigns.

Senior SEO Consultant — Hive Digital

Jun 2021 – Sep 2022

- Senior SEO consulting for **enterprise clients at scale** — technical audits, on-page optimization, and content strategy.
- Represented the agency through conference attendance, webinars, and published SEO content.

SEO & Product Manager — TapClicks & Raven Tools

Sep 2017 – Apr 2021

San Jose, CA

- Began owning **SEO strategy and implementation for Raven Tools**; role evolved into **full product management for the SEO products on TapClicks**.
- Ran **product ideation, mock-ups, weekly dev scrum, resource allocation, and roadmap**; owned QA, feature/bug prioritization, and a directed client beta-testing group.
- Built customer onboarding tutorials, video content, and knowledge base; ran SEO webinars and training.

Senior SEO — Caddis Interactive

Jul 2013 – Apr 2014

Franklin, TN

- Hands-on SEO strategy execution for **hunting and outdoor industry clients**; audits for prospective clients and detailed progress reporting.

Manager of Product Marketing — Raven Tools

Jul 2012 – Jun 2013

Nashville, TN · SaaS toolset for online marketers

- Owned **SEO strategy for the marketing site**; weekly SEO copywriting and on-site implementation.
- Provided the **SEO perspective to developers** to improve the SaaS product.
- Ran link and brand building via social and email outreach — including a hand-written direct-mail campaign that converted **10 letters into 10 links**; managed a **ShareASale affiliate program with 1,500+ affiliates**.

SEO Team Manager & Product Manager — Homes.com (Advanced Access)

Jul 2007 – Jul 2012

Norfolk, VA · Realtor hosting platform, acquired by Homes.com

- Started in **customer support, became a supervisor, took over a 10-person SEO team**, then moved into SEO product management through the acquisition.
- Managed a **35-person phone support floor serving 15,000 hosting customers**.
- Expanded the service line to include copywriting and on-page SEO, **increasing annual income by \$3 million**.

REVENUE-SHARING PARTNER PROJECT

H&H Construction — handhcookevilleremodel.com

Cookeville, TN

Revenue-sharing partnership — compensation tied to booked work, not retainer

- Structured as a **revenue share rather than fee-for-service**: upside is tied directly to the jobs the marketing actually books, putting Jeremy on the same side of the table as the owner.
- Created and hosts **Unscripted Home Improvement** on the client's own domain — interviews with home-improvement professionals that educate prospects before a project starts, while building topical authority and editorial links for the contractor.
- Owns the full digital footprint: site build and content strategy, local SEO for the Upper Cumberland market, and directory presence. Extended to a second property, **cookevillehvacplumbing.com**, for the same ownership group.

REFERENCE Alec Davis, Owner, H&H Construction | (931) 329-5754 | 541 S Willow Ave, Cookeville, TN 38506

SELECTED CLIENTS

Enterprise & Brand: Lumosity · Smile Direct Club · NerdWallet · Indeed.com · Dr. Axe · Captain D's · Logan's Roadhouse · Altium · Fool.ca · Fool.co.uk

SaaS & Product: Raven Tools · TapClicks · CopyPress · CausePilot · Doc Doc

eCommerce & Niche: Nutcase Helmets · SixSixOne · Dart Zone Blasters · The Boat Locker · Implant Evolution · Storefront Studios

Agency White-Label: BTW Labs · 2theTop Design · Marketier · Valcon Media

PUBLICATIONS & WEBINARS

Author — *I Self Published An SEO Book & All I Got Was This Lousy Knowledge Panel* (self-published, Jan 2025)

“SEO ROI for Small Businesses” — Wix (Article)

“Leveraging SME Content” — CopyPress (Webinar)

“Understanding Authorship & Authority for SEO” — CopyPress (Expert Panel)

“How to Predict Your SEO Success: A 5-Step Formula” — CopyPress (eBook)

“Opportunity Sizing in SEO” · “Rough Estimate of Potential SEO Traffic” — SEO Arcade

“An Open Approach to Social Media Outreach” — Raven Tools