

JOHN AKANDE

SEO & GEO Specialist | Technical SEO & CRO · Revenue Growth

jesusfirsttownson@gmail.com | +1 310 289 3284 | linkedin.com/in/john-akande-8942b0108

PROFESSIONAL SUMMARY

SEO and GEO specialist who builds search systems that generate revenue, not just rankings. Proven across eCommerce, SaaS, B2B, and service businesses from 90day turnarounds to longterm authority plays with a consistent track record of connecting technical execution directly to commercial outcomes.

Now operating at the frontier of AI search: optimising for Google AI Overviews, LLM citation, entity authority, and the generative engines reshaping how brands get found.

CORE CAPABILITIES

SEO

Technical SEO · Crawl & Indexation Optimisation · Keyword Research & Intent Mapping · OnPage & OffPage SEO · Content Strategy & Pillar Planning · Internal Linking & Site Architecture · Core Web Vitals · Shopify SEO · WordPress SEO · Local SEO · International SEO · Backlink Strategy · SEO Reporting & Dashboards

GEO & AI Search

Generative Engine Optimisation (GEO) · Google AI Overviews Optimisation · LLM Citation & Brand Mention Strategy · Entity Optimisation & Knowledge Graph · Answer Engine Optimisation (AEO) · Schema Markup (JSONLD) · EEAT Signals & Authority Architecture · Semantic SEO & Topical Authority · PromptVisible Content Architecture · Forum & Discussion SEO (Reddit / Quora)

PROFESSIONAL EXPERIENCE

Technical SEO Specialist & Growth Assistant

McGrocer Remote (UK) | Dec 2025 Present

- Drove a 50%+ increase in organic traffic within the first 90 days through crawl fixes, content optimisation, and targeted keyword strategy across a large Shopify eCommerce platform.
- Cut server response time and resolved Core Web Vitals failures, producing a 30%+ lift in organic sessions within 72 hours of going live.
- Pushed winning product lines to Page 1 of Google, directly increasing product visibility and purchase intent traffic.
- Achieved AI Overview visibility for key product category searches using structured data (JSONLD), EEAT signals, and entityoptimised architecture.

- Eliminated canonical conflicts, duplicate parameter URLs, and crawl waste, improving indexation across thousands of pages.
- Built Looker Studio dashboards giving realtime visibility into rankings, CTR, sessions, and conversions.

Web Operations Specialist & SEO Lead

3Kings Media House Remote (Dallas, TX) | Oct 2022 Dec 2025

- Scaled from individual contributor to SEO lead across 20+ client accounts and 50+ websites.
- Delivered 50–70% sustained organic traffic growth across eCommerce, SaaS, B2B, and service businesses.
- Built a repeatable SEO and GEO framework covering keyword strategy, schema, topical authority, and AI content structuring.
- Grew client authority to LLM citation level through structured, answerfocused content.
- Led crossfunctional execution across dev, design, and content teams.
- Built reporting systems tying SEO performance directly to pipeline and revenue.

SEO & Web Specialist (Contract)

Joint Power Security Services Inc. Remote (Los Angeles, CA) | Nov 2022 Jul 2025

- Generated \$2M+ in attributed revenue on a \$250K budget (8x ROI).
- Grew organic traffic by 700% in 90 days, turning SEO into the primary lead channel.
- Improved 150+ rankings and increased conversions by 600%+ through fullstack SEO execution.
- Built local SEO infrastructure capturing highintent servicearea searches.
- Strengthened EEAT signals, improving trust, engagement, and conversion.

SEO / Web Consultant (Contract)

Onal Gallant Law Firm Remote (New York, NY) | 2023

- Executed full technical SEO recovery using 301 redirects and 410 status handling to remove crawl waste.
- Resolved Core Web Vitals issues, leading to ranking recovery and sustained traffic growth.
- Improved authority signals, increasing inbound calls and consultations.

Founder Seasonal Engagements

Zozzah Technologies Remote | 2018 Present

- Delivered SEO and GEO engagements for 15+ businesses across eCommerce and services.
- Built frameworks connecting visibility, lead capture, and revenue tracking.
- Known as a goto resource for fast, measurable search growth.

SELECT IMPACT

- \$2M+ revenue generated on a \$250K budget (8x ROI)

- 700% organic traffic growth in 90 days
- 600%+ conversion growth and 150+ ranking improvements
- 50%+ traffic growth within 90 days at McGrocer
- 30%+ session lift within 72 hours from Core Web Vitals fixes
- Page 1 rankings for highintent Shopify product categories
- AI Overview visibility achieved for key search queries
- 50–70% sustained traffic growth across 20+ client accounts
- 50+ websites optimised across multiple industries

TOOLS & PLATFORMS

SEO & Analytics:

GA4 · Google Search Console · Looker Studio · Ahrefs · SEMrush · Screaming Frog · Sitebulb · Google Keyword Planner

GEO & AI Search:

Schema Markup (JSONLD) · AI Overviews Monitoring · Perplexity Citation Analysis · Entity Optimisation · EEAT Auditing · Topical Authority Mapping · AI Content Structuring

eCommerce & CMS:

Shopify · WordPress · Webflow · Wix

Web & Technical:

HTML · CSS · JavaScript · Structured Data · Google Merchant Center · Cloudflare · DNS · cPanel/WHM · AWS

CRM & Automation:

GoHighLevel (GHL) · HubSpot · Zoho · Zapier · Mailchimp

Collaboration & Delivery:

Jira · ClickUp · Slack · Git · GitHub · Loom · Notion

EDUCATION & CERTIFICATIONS

- B.Sc. Computer Science Federal University Lokoja
- International SEO Semrush (2024)
- Product Management HNG Tech (2024)
- PanAtlantic Entrepreneurship Program (2024)
- YALI Leadership Program (2021)