

Mel Kreitz

Director / Head of SEO, AI Search (AIO/AEO/GEO) & Online Reputation Management

San Francisco, CA (US) • melkreitz@gmail.com • 415-710-9411 • [LinkedIn](#)

Executive Summary

Enterprise SEO and online reputation management leader with experience building technical SEO, Answer Engine Optimization (AEO), Artificial Intelligence Optimization (AIO), and Online Reputation Management (ORM) programs for enterprise and high-growth brands. Combines site architecture, entity clarity, structured data, internal linking, review strategy, and answer-first content systems to improve discoverability across Google, Bing, AI Overviews, and AI-assisted answer environments. Known for translating search visibility, brand sentiment, and reputation signals into measurable traffic, conversion, and trust outcomes.

Career Highlights

- Delivered **161% organic acquisition growth** through technical SEO, content strategy, cross-promotional campaigns, and link development.
- Scaled a property from **100K to 3.1M unique visitors** from launch through acquisition via search-led growth strategy.
- Led an SEO-safe migration of **120,000+ pages** to a new CMS while protecting crawl efficiency, indexation quality, and discoverability.
- Built automated sentiment monitoring that drove a **200% increase in verified positive online reputation** for ADT on Consumer Affairs.
- Increased search coverage **190%** by restoring indexation for 8,000 pages, contributing to project starts **+115%**, sign-ups **+119%**, and net sales **+125% YoY**.
- Improved Mixbook's online reputation by 29% by developing a feedback loop between customers and the brand leading increasing star rating from 3.4 to 4.4 within nine months through a multi-platform reputation framework.

Core Competencies

Technical SEO • Crawling, Rendering, Indexation & Crawl Efficiency • Core Web Vitals • SEO Migrations • Internal Linking & Search Architecture • Content Strategy, Keyword Research & Topic Mapping • Answer-First Content Design • Entity SEO & Knowledge Graph Alignment • Schema Markup (Organization, Product, LocalBusiness, FAQ, Article, Breadcrumb, Review) • AI Overview Optimization • Answer Engine Optimization (AEO) • Artificial Intelligence

Optimization (AIO) • Generative Engine Optimization (GEO) • Generative Search Strategy • LLM Visibility & Brand Mention Analysis • Retrieval-Ready Content Design • Brand SERP Strategy • Reputation & Sentiment Monitoring • Review Platform Optimization • Analytics & Experimentation • Multilingual SEO

AI Search & Reputation Expertise

- AI Overview optimization and monitoring across informational, commercial, and branded query sets.
- Generative Engine Optimization (GEO) and LLM visibility strategy across Google, Bing/Copilot, ChatGPT, Gemini, and Perplexity.
- Answer Engine Optimization (AEO) through entity-rich content, concise answer formatting, source clarity, and machine-readable page structure.
- Brand and entity disambiguation using structured data, schema markup, internal linking, and consistent on-site signals.
- Retrieval-ready content architecture designed to improve answer extraction, summarization, and citation-worthiness.
- Online reputation management spanning sentiment monitoring, review platform analysis, brand SERP visibility, and executive reporting.
- Reputation KPI design including review velocity, rating trends, sentiment shifts, response governance, and trust-signal reporting.

Professional Experience

SEO Consultant | SURCH ai | Remote

Oct 2022 – Present

- Advise enterprise brands including Wayfair, ADT, and Colgate-Palmolive on technical SEO, AEO, competitor reverse-engineering, and generative search strategy across traditional and AI-assisted answer environments.
- Built automated ORM measurement and executive reporting for ADT spanning review sentiment, rating trends, verified-review growth, and issue themes; increased verified positive reputation 200% on Consumer Affairs.
- Redesigned Hillspet Dog Food content systems for zero-click, AI Overview, and answer-first search by improving answer formatting, content hierarchy, and extraction-readiness for summarization.

- Supported brand discoverability by aligning technical SEO, structured data, internal linking, and entity clarity with high-intent informational and branded search behavior.
- Established repeatable frameworks for evaluating AI-search visibility, answer accuracy, and reputation-sensitive search narratives.

Head of SEO | Splash Financial | Remote

Oct 2021 – Sep 2022

- Grew search clicks 41% within six months through technical optimization, indexation improvements, and intent-aligned content enhancements.
- Increased pageviews 121% and reduced duplicate content 61% through stronger indexation governance, content consolidation, and topical relevance improvements.
- Improved site performance through image compression, CSS optimization, lazy loading, and removal of unused JavaScript.
- Strengthened search quality by improving content-to-intent alignment, crawl efficiency, and page experience across key conversion paths.

Head of SEO | Mixbook | Redwood City, CA

Sep 2017 – Sep 2021

- Increased search coverage 190% by restoring indexation for 8,000 pages; drove project starts +115%, sign-ups +119%, and net sales +125% YoY.
- Grew blog traffic 345% through content strategy, editorial alignment, and technical SEO execution.
- Built a multi-platform reputation framework that improved aggregate sentiment 29% and increased star rating from 3.4 to 4.4 within nine months.
- Improved brand trust signals by aligning review visibility, content quality, and search presentation across owned and third-party platforms.

Earlier Experience | Apple, Yahoo!, Cisco, Autopilot HQ, Indeni, Uptake, eStorm

International Agency

2009 – 2017

- Led acquisition, technical optimization, lifecycle marketing, content strategy, and search-quality initiatives across SaaS, enterprise technology, and publishing.

- Built expertise in query-intent analysis, multilingual search, machine-readable content, search architecture, and SQL-informed performance analysis.
- Developed a foundation in cross-functional execution spanning content, engineering, analytics, and growth marketing.

Tools & Technical Skills

Analytics & Reporting: Google Search Console, GA4, Bing Webmaster Tools, Looker

SEO Platforms: BrightEdge, SEMrush, Ahrefs, Screaming Frog, Botify, Conductor

AI Search / AIO / AEO / GEO: Profound, Amplitude

CRM & Automation: Salesforce, HubSpot

Code & Technical Markup: HTML, CSS, JavaScript, XML, Schema Markup

Education

B.S., Business Administration (Marketing Emphasis)

San Francisco State University, 2008