

# PHILIP RUDY

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## Senior SEO Analyst, Developer, and Writer | About Me

I embarked on my SEO journey in 2009, when I began writing articles for the web. During those early days of search engine marketing, I gained experience in every aspect of the SEO landscape, including local, retail, B2B, enterprise, and affiliate marketing. Since then, I have remained involved in SEO in various capacities. In 2015, I shifted my focus more towards hardcore coding, but I have never strayed too far from SEO, working on it for my own side projects.

My approach to development is unique because I prioritize web traffic and the SERPs over the tech stack. My passion for SEO initially led me to development work, and after around five years, I decided to return to the field.

Over the years, I have personally brought many websites from the bottom of the SERPs to the first page as a result of my efforts in link building, content creation, and onsite SEO. I would describe myself as an SEO first and foremost, with a strong programming background, a combination that sets me apart from other candidates.

## RECENT EXPERIENCE

### Outsellers LLC Freelance Owner, SEO July 2021 - Present (Remote)

I operate Outsellers LLC, a freelance SEO business that specializes in white-labeling SEO services for two SEO agencies: TenTwenty Seven and Intrakit Media. I also offer SEO services to book authors and podcasters from time to time.

To kickstart each SEO campaign, I conduct an audit covering 8-15 touchpoints, such as keyword research, mobile friendliness, site indexing, organic traffic, backlink analysis, on-site SEO enhancements, site architecture, site speed, and competitor research.

- Flyingmag.com** - In 2022, I joined a team of four members from FlyingMag to assist with a school directory project. Our tasks included developing a scoring system for schools, publishing the methodology, and coding the directory.
  - I developed both the front-end and back-end of the directory, ensuring perfect URL structure, SEO-friendly templates for schools, and proper presentation of important SEO data points.
  - To boost click-through rates (CTRs) in the search engine results pages (SERPs), I incorporated the College Schema and FAQ Schema. Additionally, I developed content templates for each school and coded them to ensure unique pages.
  - I successfully convinced the team to publish supplementary content, including their methodology for ranking schools, which comprised two distinct scoring systems for universities and private flight schools.
  - After the launch, I supervised a team of writers to produce several "skyscraper" articles, aimed at increasing traffic and promoting the directory. As a result, these articles are now ranking for the search term "Flight Schools."
  - Within a few weeks of the directory launch, the sales team secured a six-figure contract for advertising slots on the flight schools guide from one of the nation's top flight schools.
- Unchainedcrypto.com** - Unchained, a renowned crypto podcast, hired me for a three-month contract in 2022 to improve its ranking for "crypto podcast," as it was underperforming despite the podcast's reach and authority. I successfully achieved this goal, raising the site's ranking to #5 at one point.
  - Initially, my aim was to enhance the podcast's ranking without solely relying on the home page title tag's target keyword, as I wanted to optimize for CTR. I concentrated on link building and on-site SEO to achieve this.
  - Links significantly contributed to raising the site's rank from #53 to #5. As a journalist's dream, the site already attracted numerous natural links, but the anchor text rarely included "podcast" or "crypto," typically featuring verbs like "interview." To improve anchor text distribution, I authored articles, conducted link prospecting, and negotiated with other website owners to acquire links.
  - I contacted numerous "best of" lists to include the podcast, discovering that other podcasts were doing the same. Successfully, I secured a spot for the podcast on the majority of pages already ranking for "best crypto podcast."
  - By implementing on-site SEO changes like optimizing tag pages, enhancing interlinking, and improving site speed, I broadened the scope of podcast-related keywords, including terms like "bitcoin podcast."
  - Utilizing JavaScript and the GA API, I implemented event tracking on the website, enabling the owner to compare podcast plays on the site with its Spotify distribution.
  - Since then, the site has changed domain names from unchainedpodcast.com to unchainedcrypto.com. Based on our meetings and my consulting, the owner secured the new domain earlier this year to expand into news and evergreen content.

## CODING EXPERIENCE

### ● **NBA** Senior Software Engineer Oct 2020 - July 2021 (Remote)

At the NBA, my responsibilities involved backend software development for NBA-owned web properties, including NBA.com, WNBA.com, and 2kleague.nba.com. I developed custom PHP WordPress plugins to achieve various goals.

- I extensively worked with the NBA API and Stats API for automating backend tools like player selection and article interlinking.
- I established the NBA 2K League advanced stats setup, ensured the SPA (single page application) was search engine accessible.
- Created landing pages for SEO gaps, such as the WNBA teams page.

### ● **Amazon (AWS)** WordPress Engineer June 2019 - Oct 2020 Seattle, WA

While at Amazon Web Services, I oversaw the development of AWS blogs. My responsibilities entailed creating appropriate components, modules, and custom plugins to support hundreds of authors.

- As one of two PHP developers at AWS, my responsibility was to maintain and update PHP within the internal cloud. Upgrading PHP, which could take minutes in other environments, required months at AWS. When we transitioned from PHP 5.4 to 7.4, we experienced a significant increase in site speed for our internal WP instances. A recent conversation with an employee revealed that my work greatly benefited them and paved the way for more efficient PHP updates within Amazon.
- I developed small yet effective plugins that authors could utilize. For instance, there was a need to standardize a list of categories across all AWS blogs, as the platform operated on a WP multisite instance.
- I collaborated with various AWS teams to implement a Cookie Policy compliant with EU law, requiring coordination not only with other development teams but also with marketing and legal departments.

### ● **Microsoft** Developer Sep 2016 - March 2019 Bellevue, WA

My job at Microsoft as a contractor on the Microsoft Game Web Publishing Team was to develop media facing websites for their Xbox and MS video game library. I worked on both the front end and backend and launched websites for famous titles such as Age of Empires, State of Decay, MS casual games, KittyHawk, and more.

- In 2017, I built the entire Age of Empires website for one of the most renowned real-time strategy video games ever created. A standout feature of the site was a custom commenting platform designed to render comments server-side rather than client-side, ensuring users' comments were indexed in the SERPs.

## PREVIOUS SEO EXPERIENCE

### ● **Audio Assemble** Co-Founder & General Manager Nov 2012- Dec 2020 (Remote)

AudioAssemble.com, originally protooltutorial.org, is a website geared towards helping musicians gain an edge in their career. - "Berklee College of Music."

- I founded, coded, and implemented the entire content strategy of SEO with a team of audio engineers, writers, and freelance developers.
- I grew the site from 0 to 50,000 monthly visitors through content creation, HTML5 video, and strategic site architecture. As one of the first affiliate sites focusing on audio engineering and music production software, we had a first-mover advantage.
- I created a music schools directory (predecessor to the FlyingMag Directory) and, after securing the top spot for "audio engineering schools," formed a partnership with Full Sail University using a cost-per-lead structure. We developed an extensive, optimized form for qualifying leads and prospecting students.
- We expanded into multiple music industry verticals, including sound samples, music equipment, instruments, and home studio equipment, and established partnerships in each sector.
- In 2020, I successfully sold the site to an Australian affiliate conglomerate. At that time, the site had a traffic value of around \$50,000.

### ● **ImageWorks Creative** Search & Social Manager Jan 2012 - Dec 2012 Chantilly, VA

I managed internal and client web properties, as well as SEO and SEM efforts for medium-sized B2C and B2B businesses in Northern Virginia.

- Led all SEO initiatives, utilizing directory submissions and guest posting, which were highly effective at the time. By partnering with directory submission companies and guest blogging networks, we achieved significant results.
- Reporting directly to the CEO, I interacted daily with designers, developers, and clients. I also authored the company blog and newsletter, driving new sales through my writing alone. For instance, local clients would read an article I wrote about citations, then contact us to order services.

### ● **Traffic Digital Agency** Search & Display Manager Dec 2012 - April 2014 Royal Oak, MI

As an SEO and Google Ads specialist, I worked with local businesses, large internet companies, and several corporations.

- I helped grow the team from 5 to 20 within a year, certified the company as a Google Partner, and managed over \$1 million annually across our clients' PPC budgets.
- I oversaw all display advertising, including remarketing campaigns
- Led a small team of SEO experts and content writers focused on optimizing client sites. We achieved top rankings for a diverse range of verticals and keywords.
- I managed all link building initiatives, from local client citations to hundreds of guest posts for our national clients.

### ● **ContentCustoms** Systems Coordinator June 2010 - Nov 2011 Grand Rapids, MI

As a content writer and SEO link builder, I developed outreach systems using tools like Buzzstream for public relations, link building, and content creation. I wrote articles on a wide range of topics and verticals for website copy and link building efforts, and helped the company to establish number one rankings for the keyword "content writing services" - one of the most competitive keywords on the Internet at the time.

## Areas of Expertise

Google Analytics (GA4)  
Google/Bing Ads (PPC)  
Link Prospecting  
Content Strategy/Creation  
Video SEO  
Local SEO  
Technical SEO  
PHP - JS - HTML - CSS  
Keyword Research  
WordPress/Drupal  
Affiliate Marketing  
AWS/Digital Ocean  
Ahrefs/SEMRush  
Screaming Frog  
Exploding Topics  
Schema.org

## Connect

[twitter.com/rudyniche](https://twitter.com/rudyniche)

[github.com/milliephanillie](https://github.com/milliephanillie)

## SEO Writing

[\*Should I Start an LLC?\*](#)

[\*Best Audio Engineering Schools\*](#)

[\*Crypto Slang Terms to Know\*](#)

[\*Best Texas REITs\*](#)

[\*The Cryptopians: Book Review\*](#)

[\*Wealth Management for Professional Athletes\*](#)

[\*Setting Up Systems to Scale Your Link Building\*](#)