Chris Humphrey

SEO & AI Growth Strategist

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SEO and growth strategist with over a decade of experience leading technical, content, and product-focused initiatives that grow organic visibility and improve site performance. Known for building SEO programs from the ground up, collaborating across teams, and using data to drive decisions. Now focused on the intersection of traditional SEO and AI-driven search (GEO, AEO, and LLM visibility), and building tools that streamline the work.

EXPERIENCE

SEO Manager · Choice Hotels International

Dec 2025 – Present

Phoenix, AZ

- Lead SEO strategy and execution across key hotel web properties, spanning technical SEO, content optimization, schema, testing, and performance reporting.
- Drive AI-search readiness so assistants recommend each hotel accurately. In practice that means crawlable, renderable HTML, schema that clearly states location, amenities, and the official booking path, plus consistent NAP and core facts across Choice properties, Google, and Maps.
- Build a machine-readable facts layer for an agentic future, structuring pricing, amenities, policies, and length-of-stay positioning so AI assistants can match properties to traveler queries cleanly.
- Track AI visibility against high-value customer questions, benchmarking citation presence and accuracy against competitors as a leading indicator alongside traffic.
- Optimize WoodSpring.com and franchisee vanity sites, and partner with internal teams and third-party agencies to move recommendations into implementation.

SEO Consultant · Consumer Cellular

Oct 2024 – Mar 2026

Remote

- Led a data-driven blog strategy for the senior and accessibility markets, clustering keywords into funnel-aligned topics with detailed briefs and a publishing workflow. New posts drove 20% of all blog traffic and over a million impressions in the first four months.
- Reengineered the blog for generative search, prioritizing content that answers traveler questions directly and is easy for AI systems to extract and trust. **AI Overview citations grew from ~327 to over 2,000 in nine months, with keyword visibility up 3.8x.**
- Ran ongoing technical and content audits covering prerendering, crawlability, architecture, Core Web Vitals, and structured data.
- Reviewed digital PR strategy and discontinued low-ROI efforts, saving $15K per month in agency costs.

SEO Manager · General Assembly

May 2023 – Oct 2024

Remote

- Led SEO strategy for a new company website and B2B products, overseeing schema implementation, URL structure, and site hierarchy so content stayed crawlable and machine-readable.
- Migrated the company blog to a new platform with minimal ranking disruption and built an end-to-end AI content creation process. **Blog traffic increased 54% post-migration.**
- Managed the SEO content calendar and competitive research, collaborating with the content team on posts, landing pages, and other assets.
- Built comprehensive weekly SEO reports tied to quarterly business objectives.

Senior Organic Strategist · BMG360

Nov 2022 – Apr 2023

Remote

- Managed highly customized SEO strategy for a portfolio of national and international clients, aligned to their broader marketing goals.
- Prepared client-ready communications and presented completed work in bi-weekly meetings.
- Converted two short-term contracts into monthly retainers totaling $16,000/mo.

Technical SEO Manager · Recurrent Ventures

Jun 2022 – Sep 2022

Remote

- Conducted enterprise-level technical SEO audits covering log file analysis, crawl behavior, indexing, pagespeed, Core Web Vitals, and AMP.
- Built a scalable solution for tracking and addressing Botify and Search Console alerts, and an advanced Search Console report on index errors and crawl stats.
- Collaborated with the product team to manage a queue of technical SEO Jira tickets.

SEO Manager · Universal Technical Institute

Sep 2020 – May 2022

Phoenix, AZ

- Owned organic strategy for uti.edu across content, development, UX, and CRO, and aligned the site to the 2021 Core Web Vitals rollout.
- Planned and executed website migration strategies for business acquisitions, and led YouTube content production for organic growth.
- Prepared and presented organic reports and forecasts for stakeholders from managers to C-suite.
- **Increased organic traffic 76%, grew page-one keyword rankings 68%, and boosted enrollments 32%.**

SEO Manager · RevolutionParts

Oct 2019 – Apr 2020

Phoenix, AZ

- Performed technical SEO audits to enhance eCommerce software and developed the agency SEO service offering.
- Transitioned SEO reporting to an automated Google Data Studio dashboard and supervised a team of three.

SEO Strategist · Investis Digital

Oct 2018 – Oct 2019

Phoenix, AZ

- Drove organic growth for a portfolio of B2C and B2B clients, conducting audits to resolve SEO deficiencies and improve KPIs.
- Built custom Excel tools to streamline tasks and establish new processes; delivered an award-nominated microsite restructure.

SEO Analyst · Choice Hotels International

Apr 2017 – Sep 2018

Phoenix, AZ

- Refined reporting and measurement with content and digital performance teams, combining GSC, BrightEdge, and Adobe Analytics data into monthly insights.
- Implemented a Prerender solution for AngularJS to improve crawlability.

SEO Specialist · Vertical Measures

Feb 2016 – Mar 2017

Phoenix, AZ

- Managed client-facing deliverables including keyword mapping and research, backlink analysis, metadata recommendations, content ideation, and image optimization.

SPEAKING

Panelist — “The New Rules of Search: Getting Found in the Age of AI”
Arizona Innovation Marketing Association (AZIMA) · May 2026

SKILLS

- Technical SEO audits & site architecture
- Content strategy & AI workflows
- Site speed & Core Web Vitals
- Analytics & data-driven reporting
- Cross-functional leadership
- GEO, AEO & LLM visibility
- Entity & local SEO
- Client & stakeholder communication