

Danny Lauridsen

Organic growth strategist. Builder. Lifelong learner.

SEO and Content Strategy leader with 5+ years of agency experience building organic growth programs for SaaS, multifamily, legal, healthcare, and local organizations.

Experienced in technical SEO, AI search (AEO/GEO), content strategy, analytics, and client consulting, with a track record of building scalable SEO operations and delivering measurable improvements in organic visibility and lead generation.

CORE COMPETENCIES

SEO Strategy • Answer Engine Optimization (AEO) • Generative Engine Optimization (GEO) • Technical SEO • Content Marketing • Keyword Research • Site Audits • Competitor Analysis • Analytics & Reporting • CRO • Search Intent • Project Management • Client Strategy • Agency Leadership • Schema Markup • Local SEO

EXPERIENCE

De Novo Digital (formerly The Muses Digital), San Diego, CA

SEO Manager & Head of Content Strategy

JULY 2022 - JULY 2026

- Built and led the agency's SEO practice, owning client strategy from discovery through execution, presenting recommendations and performance insights, and leading initiatives across technical SEO, content strategy, analytics, reporting, and AI search optimization.
- Defined and executed SEO and GEO roadmaps for clients using keyword research, technical audits, competitor analysis, search intent, and business goals to increase qualified organic traffic and conversions.
- Directed all agency content strategy and production, overseeing more than 175 landing pages, blogs, pillar resources, visual assets, and downloadable lead-generation campaigns optimized for both organic visibility and conversion performance, while preserving editorial quality.
- Architected a scalable project management framework that standardized SEO workflows, improved transparency, and streamlined collaboration.
- Established custom Data Studio dashboards and reporting frameworks integrating GA4, Google Search Console, and other marketing platforms into reporting tailored to each client's KPIs.

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PORTFOLIO

flying-typewriter.com

PLATFORMS & TOOLS

Screaming Frog, Semrush, Ahrefs, Google Analytics 4, Google Search Console, Google Tag Manager, Google Data Studio, Bing Webmaster Tools, WordPress, Shopify, Claude Code, GitHub, HubSpot, ClickUp, Trello, Monday.com, Basecamp

CAREER HIGHLIGHTS

Named De Novo Digital during the agency rebrand.

Doubled the agency's organic traffic in five months.

Developed a proprietary AI visibility auditing application.

Created an interior design blog and content strategy that grew a client's organic traffic more than 10x.

Produced 175+ optimized landing pages, blogs, and pillar resources.

Designed 40+ custom analytics dashboards in Data Studio.

- Launched proprietary AI visibility auditing software, established the agency's AEO service offerings, and designed high-performing visual assets including infographics and downloadable content that strengthened organic performance.
- Led technical SEO initiatives including content migrations, site architecture improvements, schema implementation, crawling and indexing optimizations, and ongoing content refreshes to drive measurable business growth.

SEO Specialist

JUNE 2021 - JULY 2022

- Executed keyword research, competitor analysis, technical SEO audits, and content optimization across multiple client industries.
- Created SEO-focused website copy, landing pages, and blog content that improved keyword rankings and organic visibility.

Ignite Visibility, San Diego, CA – Freelance Copywriter

MARCH 2021 - JUNE 2022

- Created informative, personable, SEO-driven content for clients in diverse industries, applying keyword research and internal linking strategies to improve organic visibility and user engagement.
- Adapted content to align with each client's brand voice, editorial standards, and marketing objectives while meeting deadlines.

Freelance SEO, San Diego, CA

NOVEMBER 2019 - JUNE 2021

- Conducted keyword research, metadata optimization, and on-page SEO improvements for client websites.

EDUCATION

Boston University, Boston, MA — Journalism, Psychology, & Spanish

SEPTEMBER 2004 - AUGUST 2008

Trustee Scholar (full academic scholarship); Web Intern for *Boston Magazine*; reporter for *BU Daily Free Press*

Washington, D.C., Multimedia & Journalism Program, Washington, D.C. — Journalism

JANUARY 2007 - MAY 2007

Capitol Hill Correspondent for the *Worcester Telegram & Gazette*; Intern for Bureau of Labor Statistics

Northwestern University, Evanston, IL — Journalism

JUNE 2003 - AUGUST 2003

Medill Cherubs Program, Medill School of Journalism