

# Rory Parry

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## SEO / AEO Strategist, Organic Growth

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### Summary

Organic growth operator with 8+ years shipping SEO and AEO work that drives revenue, not vanity metrics. I execute end to end: scoping, building, launching, and iterating on content, pages, and technical SEO at agency pace across roughly 40 concurrent accounts. I build my own tooling (custom Claude skills, automated competitive-intel pipelines, and Astro sites on Vercel) to scale output without dropping the quality bar, cutting landing-page production from 8-12 hours to 45 minutes. Two years enforcing strict anti-fabrication and E-E-A-T discipline across YMYL verticals (mass-tort and medical-injury, healthcare, and legal) where a wrong claim is a liability. Built mdlupdate.com from zero to 10,600+ organic clicks in its trailing 12 months and a live, revenue-generating lead channel.

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### Key Achievements

- **Built and own mdlupdate.com**, a mass-tort litigation-tracking property, on Astro from zero. Trailing 12 months (Google Search Console): **10,673 organic clicks, 465,809 impressions, average position 7.7**, across ~185 programmatic docket pages, with roughly **199 URLs ranking on page one** of Google. Now monetized two ways: qualified-lead sales to a law-firm client for specific MDL dockets, and an inbound business-development engine for the agency.
- Ranks in the **top 5 of Google for 160+ high-intent "[mass tort] lawsuit update" queries**; the flagship AFFF/PFAS docket page alone drives ~2,973 clicks. Traffic was minimal through spring 2026 and climbed steeply across summer 2026.
- **Authored the agency's shared "SEO + AEO Best Practices" engine**, the reference every client content skill loads at runtime, including the no-fabrication framework and a documented "share of model" method for measuring brand visibility in AI answers (operationalized with SE Ranking AI Search and Ahrefs Brand Radar).
- **Built an automated competitive-intelligence skill** (Ahrefs + Screaming Frog + Firecrawl) that outputs both an internal educational brief for business development and a client-ready leave-behind PDF, turning manual prospect research into a one-command workflow.

- As SEO Lead, drove account organic growth including **SWMW Law (mass tort): +58% year-over-year organic clicks, average position 39 to 14**; and **Multisorb (industrial): +38% year-over-year organic clicks, average position 18 to 7.6**.
  - **Cut landing-page production from 8-12 hours to 45 minutes** with a library of ~40 custom Claude skills; shipped 15+ client Astro sites plus WordPress and Elementor MCP publishers that push content straight to production.
  - Reduced image weight **~98% across 1,500+ photos** and four locations with zero failures via a purpose-built batch tool.
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## Core Competencies

- SEO execution: technical, on-page, local, and programmatic
- AEO / AI-search optimization: share-of-model measurement, entity and schema, AI-crawler access
- AI-augmented content production: custom Claude skills, AirOps, anti-fabrication systems
- Site builds and deployment: Astro, Tailwind, Vercel, GitHub; WordPress (Gutenberg and Elementor)
- Content architecture and programmatic page systems (location, service, and topic matrices)
- Analytics and reporting: Google Search Console, GA4, Looker Studio, Looker (MCP), SE Ranking
- Keyword and competitive research: Ahrefs, Screaming Frog, Semrush, Firecrawl
- Affiliate and partnership content: publisher-side deal sourcing, partnerships, and conversion optimization
- YMYL and regulated-content discipline: legal, mass tort, healthcare; E-E-A-T

**Tools:** Claude and Claude Code, AirOps, Ahrefs, Screaming Frog, Google Search Console, SE Ranking, Semrush, Firecrawl, GA4, Looker Studio, Astro, Vercel, Supabase, WordPress.

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## Experience

### SEO / AEO Strategist, Clix

*December 2024 to Present*

- Lead SEO and AEO for roughly 40 client accounts across legal, mass tort, healthcare, industrial and B2B, and consumer, holding all retainers above \$4,000/month.
- Own end-to-end execution: technical audits, programmatic page systems, content, and AI-search optimization, coordinating web-dev, PPC, and paid social plus external contractors.

- Built the agency's agentic website framework (Astro and Keystatic starter, Claude Code, auto-deploy to Vercel) and publishing automation (WordPress and Elementor MCP publishers); 15+ client sites shipped.
- Authored the shared SEO + AEO best-practices engine and roughly 40 custom skills spanning client content writers and internal tools (research-to-dashboard, GBP audits, site-spec audits, prospect intelligence).
- Delivered builds and migrations in regulated, high-trust verticals: a multi-practice veterinary healthcare network migrated onto Astro, mass-tort and medical-injury properties, and multiple human-health clients.
- Selected results: SWMW Law +58% year-over-year organic clicks (average position 39 to 14); Multisorb +38% (average position 18 to 7.6).

## Search Engine Optimization Manager, Touchpoint SEO

*March 2023 to December 2024*

- Built and executed local SEO strategies targeting high-revenue keywords that drive in-store and online conversions.
- Managed and optimized Google Business Profiles; led review-generation campaigns to build trust and local authority.
- Ran technical and on-page audits, competitive analysis, and performance tracking to maximize ROI.

## Search Engine Optimization Manager, ND2A Group

*August 2019 to February 2024*

- Ran the publisher and affiliate side of a niche-site portfolio end to end: built five authority sites from scratch, produced the content, and grew traffic to 800,000+ pageviews/month at its peak.
- Sourced, pitched, and closed affiliate partnerships, then improved them over time (better terms, placements, and offers), owning the full partnership lifecycle rather than just plugging in networks.
- Optimized content and conversion paths once deals were live, turning informational and high-buying-intent traffic into affiliate revenue.
- Built the topical authority that made the sites credible partners and citation-worthy sources, through keyword research, content strategy, and technical SEO across informational and commercial intent.

## Digital Marketing Manager, Factory OEM Parts

*November 2017 to August 2019, St. Louis, MO*

- Planned, designed, and launched factoryinteriors.com, growing from 0 to 40,000 monthly pageviews in the first year.

- Grew revenue to \$80,000/month by month 10 and \$135,000/month by month 18, establishing the site as the market leader in the auto-carpet industry.
- Led SEO and conversion-rate optimization; analyzed SERPs, keyword trends, and sales data to find growth opportunities.

## Earlier

*Ecommerce Merchandising Associate / Content Writer, Factory OEM Parts (2017); Territory Development Manager, Monster Energy, UK (2015); Department Manager, Morrisons, UK (2012 to 2014).*