

# Mike Khaytman

## Senior SEO & AI Search Growth Leader

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### PROFILE

SEO and AI search strategist with 13+ years driving organic growth for B2B, enterprise, marketplace, and ecommerce brands. Current work focuses on technical SEO, structured data, content architecture, AI Overviews, LLM citation patterns, and zero click discovery. Combines hands-on search expertise with cross-functional leadership across content, product, engineering, design, analytics, and executive stakeholders.

### SELECTED IMPACT

#### Scaled Sites Into Market Leaders

Grew annual revenue from \$400K to \$12M+ through SEO, content, and digital growth strategy.

#### Managed Complex Portfolios

Worked in-house and agency-side across single-site ownership, dozens of concurrent accounts, and roughly 100 websites.

#### Led the Shift Into AI Search

Built practical workflows for AI Overview visibility, LLM citation tracking, answer engines, and zero click discovery.

### PROFESSIONAL EXPERIENCE

#### SEO Lead

*Bonsai Media Group | Fort Lauderdale, FL | Apr 2025 - Present*

- Lead SEO and AI-search strategy for enterprise clients, improving discoverability across traditional search, AI Overviews, answer engines, and LLM-driven research surfaces.
- Built a measurement framework for ChatGPT, Perplexity, and Google AI Overview visibility, giving clients a practical way to track citation patterns, coverage gaps, and brand representation.
- Built an AI-assisted content workflow with claim-level verification and editorial QA, delivering 26 pages of enterprise website copy released without factual corrections.
- Architected keyword-to-page mapping system processing 13,000+ keywords into 595 strategic clusters, connecting search intent, content architecture, and stakeholder review workflows.
- Restructured client websites with structured data, semantic HTML, metadata, crawl pathways, and page architecture optimized for both search engines and AI-assisted discovery.
- Partner with design, development, client strategy, and leadership teams to translate technical SEO and AI-search findings into prioritized roadmaps and measurable business outcomes.
- Built automated reporting pipelines connecting Google Search Console, GA4, rank tracking, and LLM visibility signals to KPIs including MQLs, conversions, and revenue attribution.

#### Senior Marketing Strategist

*ProperNoun.co | Fort Lauderdale, FL | Feb 2020 - Dec 2024*

- Led SEO and digital growth strategy for local and national brands, spanning technical audits, content gap analysis, link acquisition, analytics, and conversion-focused recommendations.
- Grew a local brand from 200 to 4,000+ monthly organic sessions in under six months through disciplined technical remediation, content strategy, and targeted authority building.
- Increased client throughput through AI-assisted research, content, and reporting workflows, serving more accounts without adding headcount while preserving quality controls.

#### SEO Product Manager

*Boats Group (Boat Trader) | Miami, FL | Jan 2018 - Jan 2020*

- Managed SEO products and strategy for 40+ concurrent client accounts within an Agile product and engineering environment.
- Collaborated directly with engineering teams to implement SEO recommendations across hundreds of managed websites, bridging marketing strategy with technical execution.
- Pioneered Looker Studio adoption for advanced analytics, performance reporting, and cross-team visibility into organic search outcomes.

## Digital Marketing Specialist

*EllaParadis.com | Miami, FL | Jan 2017 - Oct 2017*

- Founded and built the marketing function from scratch, developing integrated SEO, PPC, content, social, influencer, and PR strategies in a restricted-advertising vertical.
- Secured influencer partnerships and mainstream media placements through creative organic growth and PR approaches.

## Marketing Director

*USBmemorydirect.com | Hollywood, FL | Jan 2011 - Dec 2016*

- Scaled annual revenue from \$400K to \$12M+ through SEO, content, digital growth, and conversion strategy, achieving 100% year-over-year growth at peak.
- Recruited, trained, and managed the marketing team while building ecommerce funnels and content systems tied directly to revenue performance.

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## CORE SKILLS

<b>SEO / Search</b>	Technical SEO, site architecture, crawl optimization, schema, structured data, Core Web Vitals, content strategy, keyword research, competitive analysis
<b>AI Search</b>	LLM citation tracking, AI Overview optimization, answer engine strategy, zero click discovery, entity coverage, brand representation in AI search
<b>Analytics</b>	Google Analytics 4, Google Search Console, Looker Studio, Ahrefs, SEMrush, Screaming Frog, DataForSEO, Tableau, KPI reporting
<b>Technical</b>	Python automation, SQL, HTML/CSS, API integrations, Cloudflare, vector search, RAG prototyping, WordPress, Astro, custom CMS workflows
<b>Leadership</b>	Cross-functional roadmap development, executive communication, stakeholder management, team mentoring, Agile delivery, matrixed organizations

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## ADDITIONAL

Hands-on AI search practitioner focused on LLM citations, AI Overviews, answer engines, and zero click discovery. Built and manage content sites across AI marketing, remote work, and technology verticals. Fluent in English; conversational Russian.