

# Jake Labate

Data-driven SEO specializing in AI automation and tooling, advanced technical frameworks, and at-scale optimization.

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Boston, MA (can relocate)

## Profile

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Highly-technical SEO professional with 7 years experience performing audits, crafting strategy, implementing & analyzing local, enterprise and ecommerce sites. Built numerous AI-based automations and custom internal tools. Comfortable leading cross-department efforts both in-house and for agencies. Developed leading SEO frameworks.

## Experience

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*July 2025 - Present (4 months)*

**Sr. SEO Product Analyst**, Wayfair

Senior-most analyst for enterprise ecommerce brand, led analysis, SEO roadmaps, and trained other analysts.

- Ideated solutions to industry-wide indexing problems
- Developed industry leading schema framework
- Expanded scope of data analysis practices

*Dec. 2023 - June 2025 (1 year, 7 months)*

**Head of SEO**, Hooray Agency

Led SEO product offerings for a top-rated hospitality agency. Developed collection of reusable frameworks.

- Ideated new products resulting in 5-figure upsells
- Built industry-leading technical SEO frameworks
- Increased Botanika Hotel's organic traffic by 14%

*Oct. 2018 - Nov. 2023 (5 years, 1 month)*

**SEO / CRO Consultant**, Various Clientele

Served B2B & B2C clients (SMBs & mid-market), both as an independent consultant and through agencies.

- Increased Direct Connect Auto's index rate by 40%
- Increased Total Mortgage's application rate by 14%
- Increased BitX Capital's organic traffic by 300%

## Tools

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- Google Cloud, BigQuery, Looker
- Screaming Frog, Nozzle, Botify
- SEMrush, Ahrefs, Moz
- GSC, GA4, Lighthouse
- HTML, CSS, JavaScript, APIs
- Various CMS Systems

## Skills

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- AI, AIO, AEO, GEO
- Custom SEO Tool Development
- Enterprise SEO (5,000,000+ pages)
- Ecommerce SEO (PLPs, PDPs etc)
- Crawling & Indexing Strategy
- Data Visualization, Data Analysis
- Site Health, CWV, Page Speed
- Structured Data Frameworks
- Meta Data Frameworks
- Website Migrations
- A/B Testing
- Innovation / Creative Solutions

## Innovation

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Ideated, developed & deployed the most extensive large-scale schema framework across the hotel industry, now used by leading luxury hotels including The Global Ambassador, Hotel Bennet, The Ranch Life, Hotel Swexan, and many Aqua Aston hotels.