

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

Highly-technical SEO with 7 years experience including local, enterprise and eCommerce. Built numerous AI automations & SEO tools, Experience leading cross-department initiatives in-house and for agencies. Highly innovative, Ideated and build original industry-leading SEO frameworks.

Experience

Sr. SEO Product Analyst, Wayfair (July 2025 - Present)

- Led SEO data analysis and data visualization practices through the first principles innovation framework
- Roadmapped a solution to evaluate indexing coverage of enterprise-size websites (5M+ pages), resolving a long-stranding problem in the enterprise SEO industry

Head of SEO, Hooray Agency (Dec 2023 - June 2025)

- Ideated and built a proprietary methodology to create and deploy schema markup at scale, resulting in a now industry-leading SEO product averaging a 14% SERP CTR increase for clients
- Developed a commercially viable AI Chatbot for hotels using OpenAI's Assistants, Threads and Vector Embedding APIs trained on hotel info and capable of conversational recall

SEO Consultant, Various Clients (Oct 2018 - Nov 2023)

- Drove high-impact results such as increasing Direct Connect Auto's page indexing from 800k to 1.3M (+ 44%), BitX Capital's traffic from 800/m to 2400/m (+ 300%), Total Mortgage's website applications by 60/month (+ 14%), and ranked Start My Wellness #1 for several highly competitive medical keywords (+ 1500/m new traffic)

Tools

- BigQuery, SQL, Looker
- Screaming Frog, Nozzle, Botify
- SEMrush, Ahrefs, Moz
- GSC, GA4, Lighthouse
- HTML, CSS, JavaScript, APIs,
- WordPress, Webflow, Magento
- Elementor, Yoast, RankMath

Skills

- AI, AIO, GEO
- Enterprise SEO (5,000,000+ pages)
- Ecommerce SEO (PLPs, PDPs etc)
- Crawling & Indexing Strategy
- Keyword Research
- Data Analysis, Data Visualization
- Site Health, Web Vitals, Page Speed
- Structured Data / Schema Markup
- Meta Data
- Content Writing, Creation Creating
- A/B Testing

Innovation

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