

Hayden Schuster

Senior SEO Manager at **Optimal**, a **OneMagnify** company · SEO and AI visibility for enterprise brands · Austin, Texas

linkedin.com/in/haydenschuster · haydenschuster.com · Austin, Texas

Summary

Senior SEO Manager leading SEO and AI visibility for enterprise brands across many industries. I start from what customers search for, build the site structure and content that answers it, and measure it in Google, Bing and AI answers.

I also run my own sites as a public test bed. Across them, search clicks went from 1.7K a month to 24K in 5 months (April 2026 to September 2026). The sites have been in search for 3 to 8 months, as of Oct 10, 2026.  **Every month, every site** <https://haydenschuster.com/stats/>

Experience

Senior SEO Manager

Optimal, a **OneMagnify** company

May 2026 to now · Austin, Texas

- Own SEO and AI visibility strategy for enterprise client programs, spanning traditional organic search and emerging answer-engine surfaces including AI Overviews, ChatGPT, Perplexity, and Gemini.
- Build structured data, content and reporting programs so brands get cited in AI answers as well as ranked in Google.
- Lead cross-functional strategy with content, engineering, and analytics teams to translate the shifting search ecosystem into measurable visibility, citation, and traffic outcomes.
- Lead the SEO side of client meetings with executives: what to change, in what order, and how we'll know it worked.

Client names and numbers stay private.

Adpearance (now part of Catalyst IQ)

Jun 2021 to May 2026 · Portland, Oregon

Senior Digital Marketing SEO Specialist

Contact

LinkedIn

linkedin.com/in/haydenschuster

Austin, Texas

Raised in Portland, Oregon

What I lead

SEO and AI visibility strategy

Roadmaps by business model

Programs at scale

AI visibility measurement

Cross-functional delivery

Quality systems

Skills

Technical SEO

Site architecture and indexation, migrations and launches, rendering and JavaScript SEO, Core Web Vitals, audits, structured data

AI search visibility

Visibility in AI Overviews, ChatGPT, Perplexity and Gemini, entity clarity, content built to be quoted

Content and strategy

Jul 2023 to May 2026

- Led SEO strategy across five enterprise website launches, preserving and expanding organic visibility during complex site migrations and platform transitions.
- Designed repeatable SEO systems that scaled across large multi-brand websites, aligning technical foundations, content architecture, and internal linking frameworks.
- Led SEO in client meetings with executives and turned what the search data showed into growth plans.

Digital Marketing SEO Specialist

Jun 2021 to Jul 2023

SEO and Search Strategy Lead

Rose City Marketing, and my own sites

May 2020 to now

On nights and weekends I build and run my own sites, where I can test ideas and show every number. Each one has a case study: what I built, what happened, and the miss when there was one.

The Crawler's Cookbook

Case study · since March 2026

WireRef

Case study · since February 2026

CheckMyTap

Case study · since February 2026

Hear Homer

Case study · since July 2026

RatingPlate

Case study · since March 2026

The Quack Report

Case study · since March 2026

GageRef

Case study · since February 2026

Title Town PDX

Case study · since March 2026

SaltCellCheck

Case study · since July 2026

UpOrbit

Case study · since February 2026

What my own sites show so far

- 1 Small sites can grow fast** when every page answers one question well.
 - **The growth, month by month** <https://haydenschuster.com/stats/>
- 2 Bing and Copilot are worth the work.** Some of my sites get most of their visits there, not from Google.
 - **The WireRef story** <https://haydenschuster.com/portfolio/wireref/>

SERP and competitor analysis, content gaps, keyword strategy, content planning

Measurement

SEO forecasting, performance analysis, KPI reporting

Tools

Google Search Console, GA4, Looker, Screaming Frog, Ahrefs, Semrush, Moz, Clarity, Peec AI, WordPress, Shopify

Building

Claude Code, GitHub, Netlify, Node.js, Eleventy

Education

University of Oregon

Bachelor of Arts, Journalism and Communication, minor in Business Administration · 2013 to 2017

IT Student Technician on campus, Sep 2013 to Sep 2017

Fun fact

Junior year abroad at La Trobe University, Australia

3 **One great page can carry a site.** My biggest site took off from a page built before anyone else had the answer.

□ **How it happened** <https://haydenschuster.com/portfolio/crawlers-cookbook/>

4 **Misses teach the most.** When a site lost its place in Google, I changed my checks, not just the pages.

□ **What I changed** <https://haydenschuster.com/portfolio/checkmytap/>

Where I started, 2018 to 2020



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