

Rob Knott

Senior SEO & AI Search (GEO) Consultant

Enterprise strategy | Technical SEO | Migrations | AI-assisted systems

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SELECTED BRAND EXPERIENCE

Stellantis / Heineken
ASML / Revlon / LinkedIn

CORE EXPERTISE

AI SEARCH & GEO

AI visibility baselines
LLM and AI Overview analysis
Citations, entities and sources
Measurement and operating models

TECHNICAL SEO

Enterprise audits
Migrations and CMS upgrades
Crawlability and indexation
Architecture and internal linking
Structured data and rendering
Core Web Vitals and QA

STRATEGY & CONTENT

Search strategy
On-page SEO
Content architecture
Topical coverage
Prioritisation and roadmaps

TOOLS & DELIVERY

SEARCH & ANALYTICS

Screaming Frog
Google Search Console / GA4
Ahrefs / Semrush
Looker Studio

AI & DEVELOPMENT

Codex / Claude Code / Bolt.new
OpenAI / Anthropic / Gemini APIs
Python / Node.js / TypeScript
React / Supabase / PostgreSQL

AUTOMATION & DEPLOYMENT

GitHub / Netlify
Make / n8n
Jira / Notion / Google Sheets

PROFILE

Senior SEO and AI search consultant with more than 10 years' experience helping enterprise brands, agencies and transformation teams solve complex discoverability problems. I advise on GEO and AI visibility, technical SEO, migrations, CMS upgrades and search strategy - diagnosing what matters, setting direction and translating it into action for content, product and development teams.

Technical SEO has always required close partnership with developers: defining requirements for template changes, Core Web Vitals, rendering, structured data, migrations and technical QA. AI-assisted development tools such as Codex have deepened my understanding of code, architecture and delivery, helping me approach problems with a developer's mindset, write sharper specifications, prototype solutions and collaborate with development teams more credibly.

My technical and AI-search specialism is backed by an early copywriting background and deep experience in on-page SEO, content architecture and editorial systems.

CURRENT ENTERPRISE EXPERIENCE

Senior GEO Consultant (Contract)

Performics - Stellantis account | 2026 - Present

GEO audit and analysis across a major multi-brand automotive portfolio.

- Assess AI-search visibility, citations, sources, entity understanding and recommendation patterns across brands including Citroen, Peugeot, Alfa Romeo and Jeep UK.
- Translate findings into prioritised recommendations for technical, content and stakeholder teams.
- Support repeatable GEO measurement and analysis that can inform portfolio-wide strategy and governance.

Senior Technical SEO & GEO Consultant (Contract)

Monks, formerly MediaMonks | 2025 - Present

Senior search consultancy for enterprise organisations including Heineken, ASML and Revlon.

- Lead technical investigations, AI visibility baselines and GEO assessments across complex digital properties.
- Analyse entity recognition, citation patterns, source coverage and brand recommendation frequency across AI-powered discovery environments.
- Turn findings into implementation priorities, QA and stakeholder-ready narratives for SEO, content, product and development teams.

Independent Technical SEO & Search Consultant

Independent consultancy via YunoJuno | 2016 - Present

Long-running freelance practice through YunoJuno, a curated freelance network, spanning dozens of client engagements.

- Work across technical audits, migrations, recovery, on-page SEO, content strategy, organic growth and AI-search advisory for agencies, startups and enterprise organisations.
- Also selected for direct YunoJuno contracts, combining senior diagnosis, client communication and cross-functional delivery.

SELECTED SYSTEMS & BUILDS

ELKWOOD STUDIOS

Designed and built an AI-assisted platform that creates and manages professional SME websites on a recurring monthly model.

Combines preview and content workflows, online consultation, client self-service, hosting and rapid static deployment.

SEO INTELLIGENCE TOOLING

Built an internal research and analysis platform covering keyword opportunity, competitors, content planning and visibility - reducing reliance on costly third-party suites.

HEADLESS CMS

Built a custom content and deployment workflow used across website projects instead of WordPress. Static outputs improve performance and control while reducing security exposure.

AUTOMATION & PROTOTYPING

Regularly build bespoke tools, automations, websites and experimental products when off-the-shelf software is not the best fit, including games and hackathon projects.

WORKING STYLE

Self-taught and highly self-directed, I moved from retail management into digital in 2014 and have built my career through curiosity, sustained learning and practical experimentation.

That same curiosity still shapes how I work: I learn quickly, stay close to emerging technology and build practical solutions rather than waiting for perfect conditions.

I take the work seriously without taking myself too seriously, and value humour, candour and generosity in a team.

OUTSIDE WORK

Science, space, ancient history, gaming, reading and the outdoors.

EDUCATION

Farnborough College of Technology

Advanced GNVQ in Information Technology

ADDITIONAL EXPERIENCE

Head of SEO & AI Strategy (Fixed-term)

Free Courses UK | 2025 - 2026

Led SEO, GEO and applied AI across Free Courses UK and Free Courses in England.

- Owned technical SEO, content planning, AI visibility and performance measurement across multiple sites.
- Built AI assistants, internal tools and workflow automations for research, learner journeys and team delivery.
- Worked across marketing, content, development and leadership to turn strategy into measurable improvements.

Fractional Head of SEO

Coherence Consulting | 2024 - 2025

SEO leadership across migrations, CMS upgrades and digital transformation programmes.

- Owned migration risk reviews, redirect strategy, crawl and indexation checks, structured-data QA, staging reviews and post-launch validation.
- Converted technical findings into clear requirements for developers, project managers and senior stakeholders.

Creator Manager / Community Manager - SEO & AI initiatives

LinkedIn | 2019 - 2023

Contributed to Collaborative Articles while leading creator and community programmes.

- Worked with SEO, product and AI teams on search demand, prompt and output quality, contributor signals and discoverability at LinkedIn scale.
- Gained hands-on experience with GPT-4-era generative AI tooling ahead of broad mainstream adoption, shaping an automation approach grounded in human oversight.
- Led LinkedIn's Top Voices programme, advised Fortune 500 organisations on content strategy and helped scale communities reaching more than 4 million members.

Head of SEO

MoreNiche / Health Nutrition | 2019 - 2022

Led SEO across a portfolio of owned and acquired health and fitness brands within one of the UK's largest health affiliate networks.

- Operated as an internal agency, creating brands from the ground up across positioning, design, content, social, ecommerce and technical search foundations.
- Supported the affiliate programme and coached leading international affiliates, gaining practical insight into the risk and resilience of compliant, grey-hat and black-hat techniques.
- Applied YMYL and E-E-A-T principles and ran controlled single-variable tests to validate hypotheses and develop repeatable SEO techniques.

SEO Manager

Thomson Local | 2016 - 2019

Led search strategy for one of the UK's largest online directories, with more than 20 million indexed pages.

- Owned crawl budget, indexation, architecture, structured data and internal-linking strategy at platform scale.
- Worked with product and development teams to prioritise, specify and validate technical SEO changes.

COPYWRITING & CONTENT FOUNDATION

Digital Copywriter to SEO Manager

Delta Force Paintball | 2014 - 2016

Secured my first digital role by using a self-published book as my application portfolio.

- Spent the first year writing and managing blog and website content, building a practical foundation in commercial copywriting, content strategy and on-page SEO; also delivered freelance and contract content projects.
- Promoted to SEO Manager after a year of mentoring from the outgoing SEO lead, creating the bridge from content into technical and strategic SEO.