

JOSHUA WINNINGHAM

SEO Specialist | Technical SEO & AI Visibility

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PROFESSIONAL SUMMARY

SEO specialist and former service-business owner with hands-on SEO experience since 2008 through owned businesses and personal projects, plus part-time agency employment at Intrycks. Background includes client on-page SEO, Google Business Profiles, technical website implementation and customer communication. Bring a small-business owner's perspective and current, verified Google Search Console results.

SKILLS

Local & On-Page SEO

Google Business Profile optimization and posts, categories, reviews, citations, Maps visibility, local content and simultaneous website campaigns

Technical SEO & Websites

WordPress, HTML, CSS, JavaScript, canonical URLs, redirects, metadata, XML sitemaps, internal linking and Schema.org JSON-LD

Analytics & Auditing

Google Search Console, PageSpeed Insights and Core Web Vitals; prior hands-on use of GA4, Ahrefs, Semrush and Screaming Frog

AI Visibility & SEO Research

AI-search readiness: answer engine optimization (AEO), generative engine optimization (GEO), structured data and crawler checks; Codex and Claude Code for SEO research

RELEVANT EXPERIENCE

Independent Web & Product Development · Remote

SEO & Website Projects · Personal Projects

Jan 2023 - Present

- Build and maintain personal SEO and web projects using AI coding tools, including TrueTourney, It's an Art Party and the All Clean Home website rebuild.
- Direct product development and user-flow testing for Scale Visibility, a personal SEO and AI-search audit application.

Intrycks · Remote

Search Engine Optimization Specialist · Part-time

Nov 2022 - Jan 2023

- Performed on-page SEO for client websites, supporting SEO work across several sites at once.
- Optimized client Google Business Profiles and published GBP posts to keep listings active and current.

Cleaning Business Academy LLC · Charlotte, NC · Remote

Former Business Owner, Operator & Publisher

Nov 2011 - Jan 2023

- Built and operated an educational digital business serving cleaning-company owners; maintained websites and implemented technical and content SEO.
- Earned first-page Google rankings for multiple national keywords; grew an email audience to 39,200+ subscribers and sold an online course to 670+ customers.
- Handled customer support, cancellations, refunds and ongoing communication; oversaw MaidGrow's estimate calculator development and launch, reaching 5,200+ users.

All Clean Home · Charlotte, NC

Former Business Owner & Operator

Jul 2008 - Aug 2017

- Founded and operated a residential cleaning company, managing local SEO, sales, marketing, estimates and customer service.
- Achieved a 23-month average customer lifespan through service quality, referrals, testimonials and online reviews.

SELECTED PERSONAL PROJECTS

Independent SEO and web projects, 2023 - Present. Personal projects; distinct from paid agency employment.

TrueTourney - Tournament Discovery

truetourney.com

- Built and operate a personal tournament discovery platform that earned **1,524 Google organic search clicks, up 78%** over the preceding 28 days (September 20-October 17, 2026; Google Search Console).
- Implemented search-friendly pages, metadata and structured data, with scheduled data ingestion and safeguards for incomplete source updates.

It's an Art Party - Multi-City Provider Directory

itsanartparty.com

- Developed city-specific directory pages with canonical URLs, metadata, internal links and reusable templates.
- Implemented server-rendered listings, LocalBusiness and ItemList structured data, XML sitemaps and 60-second incremental regeneration.
- Article queries averaged Google Search positions 4.1 for "paint party ideas," 3.5 for "paint party business" and 3.3 for "homeschool art ideas" (September 29-October 26, 2026; Search Console)
- Frisco and Katy directory pages each averaged Google Search position 8.7 during the same reporting period

All Clean Home - 2026 Website Rebuild

allcleanhome.com

- Built a seven-page Astro and Tailwind website using AI coding tools with LocalBusiness/FAQ schema, canonical URLs, sitemap and legacy redirects.
- Implemented responsive layouts, optimized images and deferred analytics. This current project is separate from former business ownership.
- Observed #1 organic Google result for "eco friendly house cleaning charlotte" (verified October 28, 2026).
- Website cited in Google AI Overview for the branded query "All Clean Home Charlotte" (verified October 28, 2026).

Scale Visibility - SEO & AI Search Audits

scalevisibility.com

- Directed AI tools to build a personal SEO and AI-search audit application.
- Tested signup/login flows, Stripe test payments and mobile layouts; directed AI tools to fix issues found during testing.

EDUCATION

College Coursework - Education & General Studies

Clemson University | Greenville Technical College | Orange Coast College