Search, Content, and Marketing Work

Marketing leader who grows brands through search. As Chief Marketing Officer at HEALTHandMED and now SEO / AEO Lead at CIMSENSE, I have led teams and multi-brand portfolios from health ecommerce to industrial B2B. I run technical SEO, paid media, and AI search (AEO/GEO) as one growth engine, so brands get found and then convert. That work produced +312% organic sales across multiple industrial brands at CIMSENSE, and 22% higher conversions at HEALTHandMED while cutting CPA 23%.

josh@joshrobertnay.com

WORK HISTORY	BROAD FOOTPRINT	PUBLISHED WORK
24+ years	**50+ brands**	**8,000+**
building online content since 2001	with SEO, Advertising, and content across varied industries	articles and posts across brands and publishers

FEATURED CASE STUDIES

Selected results 2016-2026.

CIMSENSE · SEO · AEO · CONTENT · PAID

+304% organic traffic and +312% organic sales across multiple industrial brands

Owned the full SEO and PPC stack. Re-platformed and rebuilt a multi-brand stack, then ran technical SEO, content, schema, and AI-search work so buyers and answer engines could actually find the products.

View full case study: joshrobertnay.com/cimsense

HEALTHandMED · SEO · CONTENT · PAID

+22% on-site conversion from content, SEO, and advertising

Led a small marketing team of six as Chief Marketing Officer on an ecommerce health brand: product pages, editorial content, and design changes aimed at conversion, not just rankings.

View full case study: joshrobertnay.com/healthandmed

TRUTOWER · SEO · PUBLISHING · PAID

News SEO for a publication cited by Forbes and Business Insider

Launched TruTower in 2012, acquired 1800PocketPC in 2014, and ran both as one SEO and publishing system. Cited by Forbes, Business Insider, and Windows Central. Press work included POW! Entertainment and LINE Webtoon, with a Stan Lee interview.

View full case study: joshrobertnay.com/trutower

PEOPLE I HAVE WORKED WITH

“Organic traffic, keyword rankings, domain authority, conversion rate optimization — you name the metric and Josh catapulted it for every site he touched. He lives and breathes SEO. I can’t recommend him enough.”

Maryellen Wheatley
Director of Marketing, CIMSense

View testimonials: joshrobertnay.com/testimonials

CURRENT MARKETING WORK

Active marketing jobs.

CIMSENSE	SEO, AEO, content
Control Solutions	SEO, AEO, paid, content
Thermco Products	SEO, AEO, content
Global Sensors	SEO, AEO, content

Lascar US	SEO, AEO, paid, content

WHAT I DO HERE

The full marketing stack.

Organic and AI search. On-page, technical, local, and off-page SEO, plus AEO/GEO so the same pages show up in classic results and in AI answers. Audits, content systems, schema, internal linking, product pages, YouTube SEO.

AI visibility / AEO / GEO. Site audits. Content systems. Press releases. PDPs. Meta. Alt text. Backlinks. YouTube SEO.

Paid and content. Google and Microsoft ads, landing pages, and measurement. More than 8,000 articles published for TruTower, HEALTHandMED, WebScorch, Yahoo!, Suite101, Pocket And PC, Technorati, and others. Industries include medical, health, technology, product, hosting, and publishing.

TOOLS I ACTUALLY USE

Ahrefs · Screaming Frog · Semrush · MOZ · GA4 · Google Ads · Answer the Public · HubSpot · ChatGPT · Claude · Grok · Google Merchant Center · Google Search Console · Google Tag Manager · Google Trends · Lucky Orange · Microsoft Advertising · Microsoft Clarity. More tools are listed on LinkedIn.

CREDENTIALS

Learning and keep learning. I keep myself ahead of the curve.

Certifications. HubSpot SEO Certification. Google Analytics Certified. Google Ads Display Certified. Nosto Customer Experience Expert.

SEO and marketing courses. Advanced SEO. Digital Marketing Masterclass with AI Marketing. SEO Link Building: How to 10X Your SEO Traffic. Ecommerce PPC Ads 2023-2026: Google Shopping and Merchant Center.

RECENT WORK

HEALTHandMED	Ecommerce SEO, content, paid
Arctiko	Ecommerce SEO, AEO, content, paid
BlueKube	SEO, strategy, Shopify
Porch Potty	Four country sites
SideVia	Design, then backend and SEO
Magic Key Productions	SEO, content, logo
Red Rock Records	SEO, content, WooCommerce
JoshNay.com	My own brand · SEO, AEO, content

PAST WORK

Older and side properties.

Funshine Childcare	SEO, AEO, content
WebScorch	SEO, AEO, content, paid
IonizeMe	Ecommerce SEO, content, paid
TutorCam	Rebrand, lead developer
Well Prepared	SEO, content
TruTower	News, SEO, content, paid
1800PocketPC / PocketAndPC	SEO, content
ShelterInPlace	SEO, content
BallisticStormShelter	SEO, content
GForce Vibration	SEO, content, paid
Yahoo! Voices	Editorial SEO

Suite101	Agency SEO
Technorati	Editorial SEO
space15	Editorial SEO
Alltel / Allied Communications	B2B / B2C marketing
Evolution Wave	SEO, content, paid
Hispanic Network Magazine	SEO and content
JointCommerce	Ecommerce SEO, AEO, content
Funding Webs	Content and marketing
ThatGamingSite	SEO and content