

THE SEO ADVISORY

Get to Know Rob Bonham

Fractional SEO Manager & SEO Advisor

20+ years in search · built for the AI era

theseoadvisory.com

A quick introduction

Hi, I'm Rob.

I've spent more than two decades in SEO — across local and multi-location businesses, e-commerce, SaaS, and home services. I've worked as a freelancer, in-house, and (for over half my career) inside agencies. Today I do two things: I act as a **fractional SEO manager/director** for agencies that need senior search leadership without a full-time hire, and an **SEO advisor** to startups figuring out their organic strategy. This is a short, honest look at how I think and how I work — so you can decide if we'd be a good fit.

How I see SEO right now

We're back in the wild west

“As SEOs, we are stewards of the AI. If you don't know how to use the tools appropriately, you could get your website in a world of hurt.”

It honestly feels like the pre-Panda, pre-Penguin days again — except now we have AI to contend with. The manual, low-level work that used to fill an SEO's month (titles, meta descriptions, on-page fixes) is being automated. That's an unlock. It also means leveraging AI well is now table stakes, and the place a good SEO adds value has moved up the stack: to strategy, judgment, and knowing what *not* to do.

What I believe

My point of view

“Whoever has the bigger footprint and the more people talking about them across the web in a positive way — that is the be-all and end-all of dominating the SERPs.”

Volume is not a strategy. Just because you can publish a hundred AI-spun city pages doesn't mean you should. When the user signals aren't there, Google devalues the content — and clients lose trust the moment they notice it.

Footprint beats tricks. The brands that win are the ones with the bigger footprint and more people talking about them across the web — unlinked mentions, third-party visibility, real partnerships. That's link building reframed for the AI era.

Measure honestly. We live in a post-attribution world: GSC data is incomplete and LLM results barely repeat. I won't sell you fake precision — I'll tell the real story with the data we have (branded-search lift, the 'game of sums').

Everything works together. SEO can't win alone. The best results come from integrated campaigns where SEO, content, PPC, email, and PR hold each other up.

How I work

Two ways to bring me in

- **Fractional SEO management** — embedded senior leadership for your team or agency: owning strategy, directing execution, and keeping AI-assisted work accurate and on-brand.
- **SEO advisory** — audits, technical roadmaps, and strategy for founders and teams who need a seasoned second opinion, not a full-time retainer. Often the best first step is a focused audit before anyone commits to more.
- **What you get either way** — straight talk, judgment about which buttons *not* to push, and quality over the perceived value of 'we shipped five blog posts this month.'

A few things I've done

Selected work & credentials

- Built **AI-ready frameworks** that help brands show up in AI search overviews and generative engines (GEO).
- Created technical roadmaps that capture high-intent audiences, and scaled content engines through audits and backlink-strategy optimization.
- Earned easy, durable wins through legitimate partner and supplier links (the kind of 'shooting fish in a barrel' footprint work most teams overlook).
- Certified: HubSpot SEO II, HubSpot Inbound, Google Ads. Based in Temecula, California; 20+ years in the field.

Let's talk.

If any of this resonates, I'd love to hear what you're working on. Book a call at theseoadvisory.com, or connect with me on LinkedIn: [linkedin.com/in/robbonham](https://www.linkedin.com/in/robbonham).