Stéphane Roy

SEO Strategist & Digital Authority Specialist

Senior SEO Consultant | Technical SEO • Digital Authority
WordPress Optimization • AI Search (AEO)



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Professional Summary

Senior SEO strategist with 15+ years of experience building high-authority digital ecosystems that help organizations dominate search visibility and strengthen long-term digital authority.

Specialized in technical SEO, semantic architecture, local SEO, and WordPress optimization, I help organizations dominate search engine results through advanced strategies combining data analysis, content architecture, and performance-driven web design.

My multidisciplinary background integrating digital marketing, SEO strategy, and visual branding allows businesses to strengthen their digital authority and long-term search visibility.

CORE EXPERTISE

SEO ARCHITECTURE & DIGITAL AUTHORITY

- Advanced semantic architecture
- Technical SEO: indexing and crawl optimization
- SERP analysis and competitive intelligence
- Strategic link building and authority development
- Multi-territory local SEO strategies
- Google Business Profile and Maps optimization
- Schema.org structured data and AEO optimization

PERFORMANCE-DRIVEN WEB DESIGN

- WordPress SEO-first architecture
- Conversion-focused UX/UI
- Core Web Vitals optimization
- Content architecture optimized for search engines and AI systems

BRANDING & VISUAL CREATION

- Strategic art direction
- Commercial and marketing photography
- Visual consistency for search visibility

IMPACT & CONTRIBUTIONS

- Local and national SEO strategies across Canada
- Large-scale geo-targeted content ecosystems
- Advanced Google Maps optimization
- Development of free SEO tools for businesses and the community
- SEO strategies adapted to AI search engines

MEASURABLE RESULTS

- #1 Google rankings on strategic keywords
- Multi-city local SEO dominance
- High-authority geo-targeted content ecosystems
- Sustainable growth in organic visibility

SEO Tools • Google Search Console, Google Analytics (GA4), Ahrefs, SEMrush, Screaming Frog, WordPress SEO (AIOSEO / Yoast)

CREATIVE • CURIOUS • PASSIONATE • SELF-TAUGHT • HARDWORKING

Professional Strengths: attentive listening, strategic consulting, technical expertise, creativity, strong adaptability, and responsiveness, combined with rigorous follow-through to ensure the successful and customized delivery of every project.

PROFESSIONAL EXPERIENCE & CONTRIBUTIONS

SEO Consultant & Digital Architect

Stéphane Roy — Web Photographer SEO Marketing

Providing SEO leadership and strategic consulting for SMEs, public organizations, and cultural institutions seeking stronger online visibility and search performance.

Clients & Collaborations
Cultural and Media Organizations

(previous collaborations — visual creation and specialized productions)

Montreal International Jazz Festival
MusiquePlus / Musimax
Zone3
Just for Laughs
Analekta
Evenko
SODEC
Dare To Care Records
SRC / CBC Records

Regional Businesses & Organizations

(SEO and digital strategy)

Ma Cabane en Gaspésie
Fondation Santé Mitis
Lamijac
Revêtement Métallique FR
Ville de Mont-Joli
Océanic de Rimouski
IGA Marché Desjardins (Mont-Joli)

Recognition

ARISTA Award — Young Self-Employed Entrepreneur of Québec (2003)

LANGUAGES

FRENCH — Native ★★★★★

ENGLISH — Professional working proficiency ★★★★

PORTFOLIO & SELECTED PROJECTS

For a more comprehensive list of projects and collaborations, please visit: www.stephaneroy.ca