

RESONATING — BRANDS —

Next generation websites for home service contractors

NOW HIRING • SUBCONTRACTOR

Website Builder & SEO/AEO/GEO Specialist

20-30 hours per week • Remote • 1099 contractor

You build websites in Lovable. You know what AEO and GEO mean without looking them up. You use Claude, ChatGPT, and Perplexity every day, and you use them to make websites perform, not just to write copy. You are self-motivated and driven. You are expected to complete the work with very little supervision. If that is you, keep reading.

WHO WE ARE

About Resonating Brands

Resonating Brands is a boutique digital marketing agency in West Michigan. We build next generation websites and lead generation systems for home service contractors — roofers, tree services, HVAC, cleaning companies, and the trades that keep neighborhoods running.

Every site we build is set up to win at SEO, AEO, and GEO — the three search disciplines that determine who gets the call. Google. Google's AI Overviews. ChatGPT, Perplexity, and Claude. Our clients show up in all of them. We are growing, and we need another builder who does the work the way we do it.

THE WORK

What you will do

- Build and launch client websites in Lovable, from first prompt to live domain.
- Manage the sites already live — new pages, fixes, content updates, and monthly improvements.
- Set the SEO, AEO, and GEO foundation on every site: titles and meta descriptions, schema markup, sitemaps, canonicals, service area pages, and internal linking.
- Make skills and prompts that optimize websites for SEO, AEO, and GEO, so the process is repeatable and does not live in one person's head.

- Use Claude, ChatGPT, and Perplexity to research, write, audit, and improve digital assets and properties — web pages, service content, Google Business Profiles, and lead generation systems.
- Run the pre-launch checks: page speed, mobile layout, favicons, forms, click-to-call, GA4 and Search Console.
- Keep project notes current so the founder and the client always know where things stand.

WHAT IT TAKES

What you need

- Real experience building websites in Lovable (or a similar AI site builder), with work you can show.
- A working understanding of SEO, plus a clear grasp of AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization) and how they differ.
- A good understanding of how to use Claude, ChatGPT, and Perplexity to optimize digital assets and properties.
- Comfort with schema markup, meta tags, sitemaps, and how Google crawls a site.
- Working knowledge of Google Analytics 4 and Google Search Console.
- Plain, clear writing. Our clients are contractors. If a sentence would make a roofer roll his eyes, it does not ship.
- Self-directed. You take a task, figure out the gaps, and finish it.

Nice to have

- Experience building Claude Skills, Claude Code workflows, or prompt libraries.
- Vercel, Cloudflare, or domain and DNS setup.
- Local SEO for home service businesses.
- GoHighLevel or another CRM used for lead follow-up.

THE DETAILS

Hours, pay, and terms

- 20–30 hours per week, remote. Flexible hours, but you need to be reachable during business hours (Eastern) for questions and client deadlines.
- 1099 subcontractor. You invoice for hours worked. Rate depends on experience and is discussed in the interview.
- Ongoing work with no end date. We want someone who grows with us.

How to apply

Email Janette O'Shaughnessy at janette@resonatingbrands.com with the subject line **"Website Builder — [Your Name]."** Include:

- Links to two or three websites you built in Lovable or a similar tool, and what you did on each.
- Two or three sentences on how you use Claude, ChatGPT, or Perplexity in your website work.
- Your hourly rate and the hours you have available each week.
- A cover letter that tells us why you are a good fit for this role and why we should hire you.

Show us the work, and tell us why it should be you.