

Crawford W. Peterson

Technical SEO Architect

Full-stack developer · AI systems

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Available for contract and project work — technical SEO, WordPress and full-stack builds, and AI systems.
Direct, or white-label for agencies under their own name. Metro Atlanta and remote.

Twenty years building for the web, the last decade split between search architecture and full-stack engineering. Most recently lead architect on a six-application platform, where the content pipeline runs as cooperating AI agents and the search architecture is built into the platform rather than added later. Founded a technical SEO practice in 2016 and sold it in 2026. Comfortable owning a system from the schema decisions through to deployment — and equally comfortable being the person in the room who understands both why a page ranks and why the build is slow.

EXPERIENCE

2025–2026

Lead Architect & Full-Stack Developer

MyOrbisResults

Six core applications taken from client concept to production, backend and frontend, including MyOrbisVoice, MyOrbisLocal, and MyOrbisWeb. Built the AI workflows and custom AI training functionality, and the multi-agent systems handling backend processing and automated content generation. SEO, AEO, and GEO frameworks were designed into the platform architecture rather than bolted on afterwards.

2017–2026

Independent WordPress Developer & Technical Consultant

Contract

Full-stack WordPress and PHP, custom API integrations, Docker, n8n automation, MCP implementations, local model deployment via LM Studio, and cloud server administration. Contract work concluded July 2026.

2016–2026

Founder, SEO Strategist & Full-Stack WordPress Developer

LightBox SEO

Built and ran the practice from 2016 until its sale in June 2026. Structured data, semantic page architecture, entity optimisation, and topical authority for client sites. Technical audits, Core Web Vitals work, keyword and competitor research. Cloudflare, DNS, SSL, and CDN configuration. Google Business Profile and Maps optimisation. AI-assisted publishing workflows and custom GPTs built into the delivery process.

2005–2017

Freelance Web Developer & Multimedia Designer

Independent

Web and graphic design, video and audio production, marketing collateral, and CMS administration.

SELECTED PROJECTS

MyOrbisResults Suite

Six production applications, with multi-agent systems and custom AI training workflows driving content pipelines and SEO/AEO/GEO automation.

Diamond Star Cleaning Services

Spanish pages carry Spanish URLs because a translated slug is what earns the query. A proposition auditor checks every claim on the built site against the catalog before it ships, and reports where each one is asserted and whether anything contradicts it.

Orbis Sentinel

One place that holds every finding, every incident with the exact commands used, and the detection rules derived from them — plus a posture score for an attack surface most security tooling does not look at.

LightBox SEO

100/100 mobile Google PageSpeed on a WooCommerce site, with secure payment processing and local SEO across a 50-mile service area.

Complete Converting

Built in March 2024 and not edited since. It holds first position in local packs across the region, and Google's AI Overviews, ChatGPT and Claude all now name the business — surfaces that did not exist when it shipped.

MyOrbisBiz

Each listing surfaces a real problem on day one, a free claim converts it into a consented lead, and partners earn first-touch attribution on the services that follow.

DelawareLegal.help

An affiliate offer that reads as a legal resource rather than an affiliate funnel: structured by practice area and county instead of by the commission behind it.

BPS Profit Strategies

Prospecting, qualification and follow-up run as recorded agent runs behind approval gates rather than as an inbox and a spreadsheet. Because tenancy was in the schema from the first migration rather than retrofitted, the second tenant costs a row instead of a rebuild.

Lease Solar Energy

Qualified leads flow straight into the CRM, and the site publishes on a standing schedule without an editor — built for classic search, answer engines, and generative results at the same time.

CAPABILITIES

Search & AI discovery

SEO · AEO · GEO · Technical audits · Local SEO · Keyword research · Search intent analysis · Semantic search · Entity optimisation · Schema.org · Topical authority · Search Console · GA4 · Google Business Profile · Google Ads · Competitor analysis

Development

Full-stack architecture · WordPress · PHP · MySQL · JavaScript · HTML5 · CSS3 / SCSS · REST APIs ·
WooCommerce · Custom plugins and themes

Infrastructure

Cloudflare · Docker · cPanel · Hestia · Git / GitHub · DNS · SSL · CDN · Core Web Vitals ·
PageSpeed optimisation

AI & automation

Multi-agent systems · AI training · MCP · n8n · LM Studio · Custom GPT development · Prompt engineering
· RAG

Design & creative

Interface design · Design systems · Typography · Responsive layout · Photoshop · Illustrator · Premiere Pro ·
After Effects · Audio production

EDUCATION

State University of New York at Buffalo

Architecture, B.S. programme — three years completed. Degree not conferred.

High school diploma, with honors

Architectural drafting.

LANGUAGES

English

Native

Spanish

Professional working proficiency