

Henry Norcutt

SEO Specialist / AI Systems Builder

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Summary

SEO specialist who builds the systems that do the work. I run full-scope organic programs across 30 to 40+ client accounts a month and build AI tooling that automates the reporting, auditing, and strategy work behind them. Everything I build is instrumented: measure the system, then let the numbers decide.

Selected Projects

Full case studies at henrynorcutt.com

Agentic SEO Toolkit

Coordinator plus specialist-subagent architecture that runs audits, keyword research, and executive summaries across a full client book. Every output carries a structured findings rubric with severity, evidence, and confidence. In production use on live client deliverables.

Mentat Search

Internal SEO reporting platform unifying GSC and GA4 across roughly 30 client accounts. Design rule: code computes every number and AI writes only the prose around it, so generated summaries cannot misstate a figure.

Sedona

Personal AI operations system on a VPS: 12 scheduled jobs, write-guarded state, encrypted data, and a 451-assertion regression suite run before and after every change.

Experience

SEO Specialist

V Digital Services · Nov 2025 to Present

- Run organic SEO across 30 to 40+ client accounts monthly: on-page optimization, 6-month strategies, content direction, backlink planning, and reporting
- Substantially cut strategy and reporting production time through agentic tooling I designed and built, while holding full deliverable quality
- Built and deployed the internal AI systems used in that work: a reporting platform unifying GSC and GA4, and an agentic audit and strategy toolkit producing client-ready deliverables

Founder

Norvex Digital · 2025 to Present

- Personal SEO laboratory: live test sites and experiments for validating SEO and AI-content practices on my own properties, plus a range of tooling built around them, from autonomous content pipelines to outreach automation. What proves out feeds directly back into my client work

Digital Marketing Specialist

Builder Growth Engine · Summer 2025

- On-page SEO audits and technical fixes; SEO content briefs targeting local and long-tail terms that ranked clients #1 for service-area queries
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Skills

SEO

GSC, GA4, Ahrefs, Screaming Frog, BrightLocal, local SEO, technical audits, content strategy, schema and structured data, client reporting

AI and Engineering

Claude API, agent architectures, prompt systems, Python, TypeScript, API integrations (GSC, GA4, Google Places, Apollo), Git, Vercel and VPS deployment

Education

B.S. Marketing, Arizona State University

May 2025

Study abroad: Madrid, Spain (Spring 2024). Coursework: Data Structures and Algorithms, Programming Languages.