

# Tony Paris He/Him

## SEO, AI Visibility & Voice Search Strategist

Technical SEO · AEO · GEO · AIVO · Schema · Analytics · Voice Search

Livonia, Michigan · (734) 521-6489 · [Tony@AParis.US](mailto:Tony@AParis.US) · [aparis.us](http://aparis.us) · [linkedin.com/in/trust-apolis](https://linkedin.com/in/trust-apolis)

**Why hire Tony for this role:** Built and runs a full AI visibility (AIVO) practice that gets businesses recommended by Claude, ChatGPT, Gemini, Perplexity, Copilot, Alexa, Siri, and Google Assistant. Has shipped technical SEO, schema markup, and llms.txt deployments across 9,500+ client sites. Maintains a 96/96 AI-crawler-files coverage across the AppWT network and a verified 0-bug-variant year-bug + schema baseline.

### CORE SKILLS

- TECHNICAL SEO:** Crawl Budget Optimization XML Sitemap Architecture Robots.txt + llms.txt Canonical & Hreflang  
301 / 302 Redirect Audits Core Web Vitals (LCP, FID, CLS) Mobile-First Indexing
- AI VISIBILITY (AIVO/GEO/AEO):** llms.txt + llms-full.txt Deployment AI Crawler Allow-List Curation Citation Management  
Schema for AI Retrieval Voice Search Speakable Markup Answer Engine Formatting
- SCHEMA & STRUCTURED DATA:** Organization / LocalBusiness / Person FAQPage / HowTo / Course Service / Product / Offer  
BreadcrumbList / WebSite SearchAction JSON-LD Validation
- ANALYTICS & TOOLS:** Google Analytics 4 Google Search Console Bing Webmaster Tools  
IndexNow (Bing/Yandex/Naver/Seznam) Built appwt-analytics (self-hosted)
- AI PLATFORMS:** Claude (Anthropic) ChatGPT (OpenAI) Gemini (Google) Perplexity Copilot (Microsoft)
- VOICE PLATFORMS:** Alexa (Amazon) Siri (Apple) Google Assistant Bixby (Samsung) Bing Voice

### PROFESSIONAL EXPERIENCE

#### Associate Cloud Support Engineer & Web Operations Lead

June 2017 – March 2026 · Remote

##### i3 Verticals · Royal Oak, Michigan

- ▶ 9 years on the MiFile + TrueFiling court e-filing platforms — content authoring for court-clerk portals, attorney-facing search-friendly help articles, and SEO-aware court documentation across Michigan + national multi-state TrueFiling deployments.
- ▶ Administered Hyland OnBase across regulated client portals — schema-aware document indexing, search-result tuning, and content discoverability.
- ▶ Authored client-facing SEO-aware content for product portals (titles, meta descriptions, schema) and reviewed before publication.
- ▶ Coordinated with engineering on URL structure, redirect chains, and search-friendly architecture for court-system client deployments.
- ▶ Tracked and reported search visibility across regulated client portals.

#### Founder & Chief Technologist (Concurrent)

July 1997 – Present

##### AppWT Web & AI Solutions · Livonia, Michigan

- ▶ Built AppWT into Michigan's leading AI Visibility (AIVO) practice. 9,500+ clients across 5 countries.
- ▶ Deployed schema.org structured data on 9,500+ sites — Organization, LocalBusiness, Service, FAQPage, HowTo, Course, BreadcrumbList, SoftwareApplication, WebSite + SearchAction.
- ▶ Maintains llms.txt + llms-full.txt across the network — 96/96 AI-crawler-file coverage verified 2026-05-15.
- ▶ Runs daily IndexNow pings to Bing, Yandex, Naver, and Seznam for 20+ client sites.
- ▶ Built appwt-analytics (self-hosted privacy-first GA4 alternative).
- ▶ Documented AIVO methodology used to train enterprise teams across Claude, ChatGPT, Gemini, Perplexity, Copilot, and voice assistants.

## EDUCATION & CREDENTIALS

### EDUCATION

- **Baker College** Major in Web Development, Minor in Graphic Communications · 2005 – 2008
- **Carman-Ainsworth High School** High School Diploma · 1997 – 2001

### CERTIFICATIONS

- **OnBase Certified System Administrator** Hyland · 2020
- **Introduction to Workflow** Hyland · 2020
- **Certified Pharmacy Technician (CPhT)** PTCB · 2014
- **HIPAA Compliance Trained / PCI Compliance Trained** 2017–2026

## LANGUAGES, COMPLIANCE & OPERATING STYLE

**Spoken:** American English (native fluent). Reads Canadian, Australian, British English variations.

**Transcribes professionally:** French · Spanish · Korean · Japanese · Urdu · Chinese · Arabic.

**Compliance:** HIPAA Compliance Trained · PCI Compliance Trained · Background-check ready · Remote-native (9 yrs W2 remote at i3 Verticals)

## AWARDS & RECOGNITION

- ★ CanadianSME Small Business Awards 2025 — Sustainable Business Nominee
- ★ TechBehemoths Web Design Award (2025)
- ★ Digital Excellence Gold Award (2024)
- ★ Most Innovative Web Design Agency in Michigan (2024)

## COMMUNITY & SERVICE

- Vice President — Westland Area Jaycees
- Communications Specialist — JCI Michigan / Junior Chamber International
- Web Editor — Forever Families, Inc.
- Teacher — Holy Redeemer Catholic School
- Community Volunteer — Livonia, Redford, Wyandotte Jaycees
- Community Volunteer — Carriage Town Ministries, Awaken Ministry

## CONCURRENT VENTURE — DISCLOSED

### Founder & Chief Technologist

*July 1997 – Present*

### AppWT Web & AI Solutions (AppWT LLC) · Livonia, Michigan

- ▶ Concurrent venture, disclosed in advance. 10-person team across development, design, security, SEO, marketing. BBB A+ accredited, 5.0 Google rating, 9,500+ clients across 5 countries, 23,700+ projects delivered.
- ▶ Operating bandwidth is the company team, not Tony alone. Easily bounded by employment agreement (non-compete scope, conflict-of-interest review, IP terms).

**Ready to move this forward?**

Text or call **(734) 521-6489** · Email **Tony@AParis.US** · Response in under 4 hours during US business hours