

Video: Ed Bernstein on in-house SEO challenges and mapping SEO competition

In my next interview with SEOs and SEMs, I spoke with an in-house SEO who works in the space of roof vents. Ed Bernstein is the in-house SEO and IT Director at RoofVents.com. He has been doing IT related jobs almost his whole professional career and has a true passion for SEO.

In our conversation we spoke about two primary topics:

(1) The challenges of doing in-house SEO and working around company resource limitations and company goals.

(2) How to map the competitive search landscape in your industry.

I hope you enjoy this interview despite how I awkwardly angled the two camera views.

[embedded content]

If you're a search professional interested in appearing on Barry's vlog, you can fill out this form on Search Engine Roundtable; he's currently looking to do socially distant, outside interviews in the NY/NJ tri-state area. You can also subscribe to his YouTube channel by clicking [here](#).

About The Author

Barry Schwartz a Contributing Editor to Search Engine Land and a member of the programming team for SMX events. He owns RustyBrick, a NY based web consulting firm. He also runs Search Engine Roundtable, a popular search blog on very advanced SEM topics. Barry's personal blog is named Cartoon Barry and he can be followed on Twitter here.

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