

Tushar Mahajan

SEO Analyst | Digital Marketing Expert | Technical SEO Specialist

📞 +91 7977455986 | ✉ shivajimahajan502@gmail.com | 📍 Thane (W), 400604

🌐 [LinkedIn](#)

Professional Summary

Result-driven SEO Analyst with 4+ years of experience in driving 30–40% organic growth for brands across industries like real estate, hospitality, education, and e-commerce. Skilled in on-page, off-page, and technical SEO. Adept at SEO tools such as SEMrush, Ahrefs, Screaming Frog, and Google Analytics. Successfully ranked competitive keywords, optimized Core Web Vitals, and improved lead generation through strategic content planning.

Core Skills

- SEO Strategy • On-page & Off-page SEO • Technical SEO • Keyword Research • Content Optimization
- Local SEO • Backlink Building • GA4, GSC, Screaming Frog, Ahrefs, SEMrush • WordPress & Shopify
- Core Web Vitals • GMB Optimization • Facebook Ads • Rank Math & Yoast SEO

Work Experience

SEO Specialist – DVmedialabs, Andheri, Mumbai

📅 Jan 2024 – Present

Industry Focus: Real Estate, Education, Lifestyle, and Automotive

- Developed and executed full-funnel SEO strategies (ToFU–BoFU) aligned with user intent and business KPIs
- Conducted comprehensive technical audits using **Screaming Frog**, **Google Search Console**, **GA4**, and **PageSpeed Insights** to identify issues related to crawlability, indexation, Core Web Vitals, and mobile usability
- Built internal linking frameworks and optimized site architecture to improve crawl depth and reduce orphan pages
- Integrated **schema markup** (FAQ, LocalBusiness, Breadcrumb, etc.) to enhance SERP appearance and CTR
- Performed in-depth **keyword research and clustering** for high-competition keywords using **Ahrefs**, **SEMrush**, and **Keyword Planner**

- Conducted backlink audits and implemented off-page strategies, earning high-quality links from relevant domains
- Tracked SEO KPIs: sessions, bounce rate, conversions, CTR, rankings, domain authority; reported insights using **Looker Studio** and GA4
- Improved Core Web Vitals (LCP, CLS, FID) scores by resolving render-blocking JS, optimizing images, and lazy loading assets

Key Achievements:

- ✓ Increased organic traffic by 30% within 6 months across real estate and education client websites
- ✓ Ranked 15+ high-volume keywords in the top 10 search results across 4 major industry niches
- ✓ Boosted leads and conversions by 25% through SEO-optimized landing pages and blog content
- ✓ Reduced site load time by 45%, improving mobile experience and user engagement

Clients Handled: The Arowana Villa (Lonavala, Mahabaleshwar, Goa, Nanded), Autokraft Motoworks, Aark Developers (Dubai), Ground Screws Company, Grow Farms and many more.

Sr. SEO Executive – SevenMentor, Pune

📅 Nov 2021 – Dec 2023

Industry Focus: Education, Training, Online Courses


- Owned end-to-end SEO execution for 5+ training portals and microsites targeting competitive education-related keywords
- Conducted keyword research and content gap analysis to plan high-impact landing pages and blog topics
- Managed on-page optimization for course/service pages: title tags, meta descriptions, keyword density, canonicalization, and content structure
- Worked with development team to implement 301 redirects, fix sitemap/robots.txt issues, and configure GSC properties
- Generated SEO reports weekly/monthly using SEMrush and Google Data Studio to analyze keyword movement, backlinks, and traffic trends

Key Achievements:

- ✓ Boosted engagement rate by 15% through strategic content restructuring and blog optimization
- ✓ Enhanced organic lead generation through better keyword targeting and GMB enhancements
- ✓ Improved technical SEO scores across all domains with site speed, indexation, and mobile UX fixes

Clients Handled: SevenMentor (Technical & Language Training), associated regional microsites for Python, Digital Marketing, Cloud Computing, etc.

SEO Executive – GBIM Technologies Pvt Ltd.

 Jun 2021 – Oct 2021

- Supported SEO team with keyword research, on-page optimization, and basic technical audits
- Optimized meta tags and headings for blogs and landing pages
- Assisted in local SEO efforts including Google Business Profile updates and local citations
- Gained hands-on experience with tools like Ahrefs, Screaming Frog, and Google Search Console


Technical Skills

Skill	Rating Bar	Score
HTML	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	8/10
CSS	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	7/10
Bootstrap 5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	5/10
SEO Tools	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	10/10

Certifications & Tools

- Google Analytics Certification • Semrush SEO Toolkit • HubSpot SEO • Google Search Console
- Tools: Ahrefs, SEMrush, Screaming Frog, Google Analytics (GA4), GSC, Rank Math, Yoast

Education

 B.Sc. in Information Technology
Mumbai University | 2013 – 2017

Languages

English, Hindi, Marathi