

SUDIP ACHARYA

Enthusiastic SEO and Content Writing professional with 9 months of hands-on experience on optimizing websites, creating engaging content, and driving organic growth for WordPress and custom-built sites. Skilled in keyword research, on-page and technical SEO, content strategy, and analytics.

EXPERIENCE

Nepal Can Move, Tinkune — SEO Specialist & Content Writer

MARCH 2024 - PRESENT

SEO Optimization: Managed SEO initiatives for [NCM's](#) website, focusing on high-volume keywords like 'courier service', 'courier service in Nepal', and 'Delivery Service in Nepal'. These efforts improved the site's ranking significantly, moving it from an average position of 11 to consistently ranking in the top 5, often reaching top 3, and even the first position. This resulted in a noticeable increase in site visibility and overall performance.

Content Writing: Produced SEO-friendly blog posts and website copy enriched with high-volume keywords, helping the site rank higher in search results. This approach attracted and retained users through relevant, engaging, and high-quality content, contributing to improved visibility and performance. [Link](#)

Local SEO: Focused on local SEO for the company's services, optimizing for terms like 'courier service', creating and optimizing Google My Business (GMB) profiles, and achieving improved GMB rankings to the top position.

SERP Ranking Improvement: Successfully boosted the website's SERP ranking from position 11 to the top 4 for major keywords, enhancing the site's visibility and click-through rate.

On-Page SEO: Performed on-page SEO optimizations, including keyword placements, meta tags, image alt texts, and interlinking to improve website rankings and click-through rates.

Performance Analysis: Analyzed SEO performance through **Google Analytics** and **Search Console**, identifying growth opportunities and optimizing underperforming pages.

CMS Proficiency: Utilized WordPress CMS platforms to implement SEO best practices and maintain high content quality across different platforms.

PROJECTS

Personal Portfolio Website Project

Optimizing my portfolio website & GMB profile for SEO was a valuable learning experience. I focused on **meta tags**, **keyword optimization**, and clean, SEO-friendly code to improve search engine rankings. Emphasizing fast load times, responsive design, and user intent, I ensured the site is both discoverable and user-friendly. This process strengthened my expertise in **on-page SEO**, content structuring, and technical optimization. The result is a professional site that reflects my skills as an **SEO Specialist**. [LINK](#)

EDUCATION

Xavier international college, Bouddha — BCA (TU)

December 2022 - Running 4th Semester

Reliance International College, Saraswatinagar - XII (NEB)

Stream: Management

2021 - JULY 2023

GPA-3.27

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SKILLS

SEO Skills: Keyword Research, On-Page Optimization, Technical SEO, Meta Tag Optimization, Local SEO, Google Analytics, Google Search Console

Content Skills: Content Writing, Blog Post Creation, Copywriting, Content Strategy

CMS & Platforms: WordPress, Custom HTML/CSS Sites

Tools: Yoast SEO, SEMrush, Google Analytics, Google Search Console, Grammarly, Screaming Frog.

Other Skills: HTML, CSS & Javascript Project Management, Digital Marketing

CERTIFICATES

INSTAGRAM MARKETING
STRATEGY BY IIDE [LINK](#)

LANGUAGES

Nepali , English, Hindi

