

# Nisha Batel

## SEO Content Writer

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## OBJECTIVE

Results-driven Content & SEO Strategist with 7+ years of experience in SEO content creation, website architecture, and digital marketing. Skilled in on-page SEO, LLM SEO, metadata optimization, and internal linking to improve rankings and traffic. Proven success in increasing organic visibility, boosting conversions, and leading cross-functional content teams. Experienced in content automation, keyword research, affiliate content strategy, and performance tracking using tools like Ahrefs, SEMrush, and Google Analytics. Passionate about driving scalable, search-optimized content strategies that align with business goals and boost ROI.

## CORE COMPETENCIES

- **SEO Strategy & Optimization:** On-Page & Off-Page SEO, Keyword Research (LSI, Long-Tail), Metadata Optimization, LLM SEO (Large Language Model SEO), AEO (Answer Engine Optimization), Topical Authority Building
- **Website Architecture & UX:** Website Structure Planning, Internal Linking Strategy, Schema Markup, Content Architecture, Navigation Design, UX Optimization
- **Content Strategy & Copywriting:** High-Converting Affiliate Content, SEO Blog Writing, Guest Post Management, Content Calendar Planning, Content Audits, Multi-Niche Content Creation
- **Local SEO & Reputation:** Google My Business (GMB) Optimization, Online Review Strategy, Reputation Management
- **SEO Tools & Analytics:** Google Analytics, Google Search Console, SEMrush, Ahrefs, Surfer SEO, AnswerThePublic, GenRank, Frase, Clearscope
- **Community & Outreach:** Reddit & Quora Engagement, Media Outreach, Link Building Campaigns, Audience Intent Mapping, CTR Optimization
- **Project & Workflow Management:** Trello, Notion, ClickUp, Slack, Google Workspace, Client Reporting, Editorial Planning, Remote Team Collaboration

## KEY ACHIEVEMENTS

### SEO & Content Strategy

- Boosted organic traffic by 20% through targeted keyword research and content updates.
- Managed 250+ guest posts yearly, strengthening domain authority and link profiles.

### Website Optimization

- Improved user engagement by enhancing SEO-friendly site structure and navigation.
- Increased search rankings by 30% via metadata, internal linking, and on-page fixes.

### Affiliate & Blog Content

- Drove a 20% rise in affiliate revenue through high-converting SEO content.
- Published 20-25 optimized blogs monthly, maintaining quality and relevance.

### Local SEO & Reputation

- Enhanced local visibility via GMB optimization and geo-targeted pages.
- Achieved and sustained a 4.5-star average rating through review strategy.

## EXPERIENCE

### AI Content Writer, iGaming - Paradise Media - USA (Remote)

June 2023 - July 2025

- Led SEO content strategy across competitive niches, including online casinos, gambling, adult content, and psychotropics.
- Audited and optimized iGaming websites (e.g., okbetsports.com, happywheelsgame.io) for GEO-targeting, content structure, and compliance with iGaming SEO standards.
- Produced 1,500–2,000 SEO-optimized guest posts and blogs annually, maintaining high quality across PBNs, affiliate sites, and editorial domains.
- Increased traffic and conversions through high-performing affiliate content, metadata optimization, and internal linking strategies.
- Managed end-to-end content strategy for Green Magazine Hawaii, resulting in improved search visibility and organic traffic.
- Collaborated with webmasters and outreach teams to execute scalable link-building through targeted anchors and guest posting.
- Leveraged AI tools like ChatGPT and Jasper for efficient, scalable content production while ensuring editorial quality.
- Tracked performance and SEO health using SEMrush, Ahrefs, Google Analytics, and Search Console.
- Streamlined content workflows using ClickUp and Trello, improving publishing efficiency and team coordination.

## **Content and SEO Strategist - *Stealth Management Group LLC – USA***

**February 2022 – October 2024**

- Executed comprehensive SEO audits and optimized site structure, internal linking, and metadata to improve search performance and UX.
- Developed and managed SEO-optimized blog and website content, improving organic rankings and increasing restaurant bookings and inquiries.
- Spearheaded content strategy for Tabla Franchise Website, leading to a measurable uptick in franchise leads through targeted landing pages and search-driven content.
- Led social media calendar planning and content scheduling across Instagram, Facebook, and LinkedIn to support seasonal campaigns and customer engagement.
- Built and ran local SEO campaigns targeting multiple geo-locations, boosting visibility in map packs and local search.
- Collaborated with web and design teams to align visual UX with SEO goals, ensuring performance across mobile and desktop.
- Monitored SEO KPIs via Google Analytics, Search Console, Ahrefs, and SEMrush, and adjusted content strategies based on real-time insights.

## **Content Writer - *Teclab E Solution – Chandigarh, India***

**January 2019 – October 2021**

- Created SEO-optimized product descriptions, blogs, reviews, and long-form articles across multiple verticals, including tech, outdoors, and lifestyle.
- Conducted keyword research and implemented on-page SEO strategies, improving search rankings and driving steady organic growth.
- Managed WordPress-based websites, including content uploads, image optimization, formatting, and plugin integration.
- Wrote plugin documentation and landing page copy to support technical products and user engagement.
- Executed off-page SEO campaigns, including guest posting and backlink acquisition, to boost domain authority and SERP visibility.
- Spearheaded the full content launch for the BestCrossbowGuide affiliate site, from keyword mapping and blog structure to on-page copy and affiliate integration.
- Achieved revenue generation in the first 30 days post-launch through targeted affiliate content, CTAs, and strategic SEO execution.
- Collaborated with developers and graphic designers to align content strategy with UI/UX improvements and page speed goals.

## **FREELANCE PROJECTS**

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### **Supplymint (Retail SaaS) – *Retail SaaS Content Strategy | Blogs, Case Studies, Use Cases, PR, Social Media***

- Led end-to-end content creation for Supplymint's core SaaS products, Allokator, DigiProc, and DigiSales, focusing on inventory planning, procurement, and B2B sales solutions.
- Created SEO-driven blogs, GTM-aligned use cases, product-focused case studies, and press releases to support branding and lead generation efforts.
- Developed engaging LinkedIn carousels and post series to increase product awareness among retail decision-makers, driving measurable improvement in social engagement and website traffic.

### **Vintage Cameras Museum Singapore – *SEO Blogs, Informational Copy, Web Content Strategy***

- Wrote and optimized website content for Vintage Cameras Museum Singapore to enhance brand storytelling, user engagement, and local SEO performance.
- Researched and authored informative blogs around photography history, vintage cameras, and museum exhibits to attract organic traffic and boost on-site time.
- Helped craft compelling on-site copy that aligned with the museum's voice and mission, improving clarity, visitor engagement, and discovery.

### **Online Dimensions – *Website Content Architecture***

- Mapped out site architecture and navigation flow, ensuring clarity, hierarchy, and SEO alignment across all key service and info pages.
- Developed SEO-friendly content outlines and page-level copy directions tailored to B2B decision-makers in tech and automation.
- Advised on metadata, internal linking opportunities, and URL structure to improve visibility and crawlability.

### **Webcazador Digital Solutions – *SEO Optimization • Content Creation • Social Media Strategy***

- Planned and restructured websites for improved SEO, local visibility, and user experience.
- Wrote blogs, guest posts, and landing pages across diverse sectors like legal, dental, IT, and travel.
- Built and managed content calendars for Instagram, Facebook, and LinkedIn, with performance-driven reporting.

## **EDUCATION**

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BCA – Guru Gobind Singh College for Women, Chandigarh | 2015–2018

## **STRENGTHS (SOFT SKILLS)**

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- Analytical Thinking & Problem-Solving
- Leadership & Team Management
- Process Optimization & Workflow Efficiency
- Attention to Detail & Adaptability
- Creative Content Development