

Om Pandey

SEO Content Strategist | B2C & SaaS Content Writer

- Varanasi, India
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 - Samples/Latest Works: [Om Pandey's Blogs - Latest](#)
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Professional Summary

SEO-focused Content Strategist with 6+ years of total content writing exposure (3+ years of proven freelancing experience). Specialized in SEO content strategy, keyword research, SERP analysis, and on-page SEO for B2C and service-based digital brands. Strong ability to convert search intent into high-ranking blogs, landing pages, and conversion-focused web content. Experienced in EEAT-driven writing, local SEO, and SaaS-style content structuring aligned with user journeys and growth goals.

Core Skills (ATS-Optimized)

SEO Content Strategy | Keyword Research | SERP Analysis | On-Page SEO | B2C Content Writing | SaaS Content Writing | Long-Form Blogs | Landing Page Copy | Local SEO | EEAT Optimization | Topic Clusters | Internal Linking | Conversion Copywriting | UX Content Writing

Professional Experience

SEO Content Writer | Chiku Cab

April 2025 – Present

- Planned and executed SEO-driven B2C content strategies for a digital transportation brand.
- Created city-based service pages, blogs, and landing pages targeting high-intent local keywords.
- Built pillar–cluster content frameworks to support scalable organic growth.
- Conducted keyword research and SERP analysis to identify ranking gaps and content opportunities.
- Applied EEAT principles to improve trust signals, organic visibility, and content credibility.

- Optimized content structure, internal links, and CTAs to improve conversions and dwell time.

Results: - Achieved Page 1 rankings for multiple competitive, location-based service keywords. - Improved organic traffic, CTR, and engagement through strategic content optimization.

Freelance SEO Content Writer

2021 – Present

- Delivered SEO-optimized blogs, web pages, and service content for B2C and digital-first clients across travel, fintech, tech, and service industries.
- Worked on content projects associated with **ClearTax, Groww, Acko, and StableMoney** via agencies and content partners (including DWS), during freelance engagements.
- Performed keyword research, competitor analysis, and SERP intent mapping using Ahrefs and SEMrush.
- Built pillar–cluster content frameworks to support scalable organic growth.
- Executed on-page SEO including heading hierarchy, internal linking, EEAT alignment, and readability optimization.
- Applied SaaS-style content approaches such as onboarding-style explanations and feature–benefit mapping.

Achievements: - Drove 100–200% organic traffic growth for multiple client websites within 6 months. - Ranked 50+ keywords on Google Page 1 across service, fintech, and blog-based projects.

Content Writer | Assurex, Kolkata

2019 – 2020

- Produced academic and business-focused content in a structured professional environment.
 - Developed strong research, documentation, and long-form writing discipline.
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Tools & Platforms

Google Analytics | Google Search Console | Ahrefs | SEMrush | SurferSEO | WordPress | Notion | Grammarly | Canva

Education

Senior Secondary (PCM with C++)
De Paul School, Madhya Pradesh | 2019

B.Mus
Mahadev PG, MGKVP, Varanasi | 2025

Languages

Hindi (Native) | English (Fluent) | Bengali (Communicative)