



Vivek Tiwari

SEO SPECIALIST

The family man who loves Google's complex algorithms and improves the human user experience on SERP. If there's still time, I'll be in the PVR with popcorn.

Contact

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Address

Mumbai, India

Education

Bachelor degree

Mumbai University

Master Degree (Arts)

Mumbai University

Expertise

- On Page SEO
- Off Page SEO
- Technical SEO
- Google Analytics/ GA4
- Google Search Console
- SEMrush/ Screaming frog tool
- WordPress CMS
- Squarespace cms
- Shopify CMS
- Link Building
- ChatGPT

Language

English

Hindi

Experience 6+ years

2023 April - Present

Kalkifashion.com (E-com) | Global Brand

SEO Assistant Manager

- Analyzing the trend and Recommendations for Collection page creation
- Experience in Managing 800K to 1 Million Organic Traffic (E-com Brand)
- SEO Audit/Page Audit/Technical analysis
- Improving the Audit Score by 96 to 99%
- Paid/Free Building backlinks (Guest post and Submissions)
- Schema Implementation/Fixing errors in Schema
- Keyword research/Gap Analysis
- Content Assessment/Gap Analysis
- Monthly reporting and recommendation to enhance the organic traffic

2021 - 2023 April

Digitalofty (Searchrescue.com.au) | (Australian Clients)

SEO Specialist

- Experience in handling 14 Plus clients monthly. (Including Premium clients)
- Improving Local Ranking
- Fixing Website Technical Errors
- Improving organic growth
- Monthly reporting and recommendation to enhance organic traffic

2018 - 2021

TheDigitalfellow.com | Mumbai, India

SEO Specialist

- Experience in handling B2B and B2C (E-commerce) Client projects.
- Exposure in managing multiple client projects (Financial services, skincare products, Personal Doctor Branding, Steel, Furniture, Jewelers Manufactures)
- Client on boarding, preparing the project plan, SEO Audit, and On page & Off Page strategy
- Project understanding, research and presentations to the clients. Identifying the key competitors, customers pain area for content marketing and keywords through persona research
- SEO optimization of Ecommerce Website (3 lakh* of Monthly traffic)
- Ecommerce website: Achieved 100% organic traffic growth within a year.
- Local SEO : Achieved 1st page ranking within 3 months

2017 - 2018

Aflatoon Digital | Mumbai, India

Social Media Internship

- Daily posting on the social Media platforms
- Customers relationship management
- Building the followers on the platforms