



# Binu Antony

## SEO SPECIALIST

## Contact

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## Skills

- Keyword Research
- On- Page SEO
- Topical Authority
- Google Discover
- Speed Optimization
- Outreach and Link Building
- PR outreach
- Technical Seo
- Programmatic Seo
- Seo automation and Content Scaling
- GSC and Google Analytics
- HTML, CSS, Javascript

## Career Summary

SEO professional with 4+ years of experience driving significant growth for online businesses through search engine optimization strategies and exceeded monthly targeted traffic and keyword ranking objectives and goals.

## Work Experience

### Careervira Private Limited

Domains Handled: <https://www.careervira.com/>

SEO Analyst and Outreach, 03/2022- 04/2024

- Achieved 3x traffic in 3 months by implementing topical authority.
- Run outreach campaigns to collaborate with link builders and gain quality backlinks through ABC exchanges, HARO and B2B portal boosting traffic by 110% in 3 months.
- PR outreach for link building from top publications and magazines.
- Identified winning and losing points through competitor analysis.
- Helping with web design and site architecture for better crawling and indexing.
- Brought around 0.1 Million Traffic through Google Discover using Web Stories in 8 months.
- Implemented Tech changes for Geo targeting across 8 geographies for better conversion.
- Audited content outline to meet seo metrics and increase visibility on google serps.
- Built 100+ citations in relevant and general websites to boost local rankings
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### Flamon Cloudtech Private Limited

Domains handled: <https://www.consolto.com/>, <https://telecrm.in/>,

<https://www.cliently.com/>

Link Building and On page Seo Specialist, 03/2021 - 02/2022

- Did keyword research for existing pages, blog and optimized them to rank better.
- Increased traffic by 2x by optimizing non-performing pages in 2 months.
- Finding out the top of the funnel keywords for improving the brand and getting leads.
- Successfully achieved 85% growth in organic traffic in 4 months through link exchanges.
- Created and managed monthly social media calendar and guest postings.

### BaseApp Systems

Domains handled: <https://www.wpoven.com/>

SEO Executive, 09/2019 - 02/2021

- Did keyword research to optimize existing pages.
- Connected with Link builders through outreach, Linked In, and slack channels to get high-quality backlinks through exchanges, collaboration or partnerships.
- Successful in achieving significant organic growth and brought leads for one of our clients
- Created and managed monthly social media calendar and postings
- Implemented backlink strategy, including guest posts and business listings.

## HOBBIES

- Playing Badminton
- Gardening
- Reading Trendy Articles

## LANGUAGES KNOWN

- English
- Hindi
- Malayalam
- Telugu

## Education

### B.Tech

Jawaharlal Nehru  
University, Hyderabad,  
India.

2009–2013

## Roles and Responsibilities

- Carrying out keyword research using software such as ahref, semrush to optimize web content to improve its rankings for targeted search terms.
- Tracking metrics such as organic traffic, conversion rates and time spent on page using platforms such as Google Analytics.
- Monitoring and reporting on search trends and SEO performance
- Analysing websites and social media pages to make recommendations for improvement.
- Performing competitor analysis to identify content gaps and areas for improvement in website design.
- Staying up to date with new SEO, social media and digital marketing industry trends, tools and practices, which are constantly changing.
- Using Excel spreadsheets to compile reports and collaborate with content writers.
- Implementing link-building strategies.
- Making suggestions for SEO-friendly content creation.
- Providing keyword insights and SEO advice content writers within the organisation,
- Optimising webpages for mobile devices.

## Achievements

- Elevated to Tech Seo Team with an appraisal of 60%.
- Appointed as project lead for implementing bulk clusters using topical authority.
- Appointed webstories head for bringing 160% more conversions in less than 3 months.

## REFERENCES

Devrish Ghosh, Engineering Lead, Seo Automation, careervira.com

LinkedIn Profile: <https://in.linkedin.com/in/devrishi-g-346914292>

Snehil Prakash, Founder and Digital Marketing Head: Techlithic Solutions, past BaseApp Systems.

LinkedIn Profile: <https://www.linkedin.com/in/snehil-prakash-590066162>