

## Niharika Kaushik

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### Work Experience

Performics [Gurugram, Haryana]

SEO Associate

(Feb'22 - Present)

- **Client Portfolio Management:** Spearheaded SEO strategy and execution for major clients, including Axis MF, Kotak Private, and YES Bank, driving organic traffic growth and improving keyword rankings.
- **On-page SEO Optimization:** Optimized websites for search engines by enhancing meta tags, headings, URLs, and keyword integration. Conducted comprehensive content audits to identify and resolve technical SEO issues.
- **Keyword Research & Content Strategy:** Conducted extensive keyword research, developed keyword strategies to target high-volume terms, and created content plans for both short- and long-tail queries.
- **SEO Content Creation:** Collaborated with content teams to produce on-page blogs, meta titles, and descriptions, ensuring they align with SEO best practices.
- **Off-page SEO & Backlink Building:** Improved domain authority through high-quality backlink syndication.
- **SEO Performance Monitoring & Reporting:** Monitored performance through Google Analytics, Search Console, and SEMrush. Presented detailed reports on keyword rankings, organic traffic growth, and SEO campaign outcomes to stakeholders.
- **Process Improvements & Efficiency Gains:** Led content hygiene tasks for YES Bank, saving over 5 hours weekly. Implemented A/B testing for product placements on category pages, improving lead generation and conversions.
- **Cross-functional Collaboration:** Worked closely with design, development, and content teams to implement SEO recommendations, ensuring seamless integration of SEO tactics within larger digital marketing initiatives.

### Achievements:

- Increased organic traffic for Kotak Private by 35% through strategic keyword optimization and content revamps.
- Achieved top rankings for highly competitive keywords in the banking sector, contributing to significant lead generation for YES Bank's current and fixed deposit products.

## Education

<i>Education</i>	<i>Major</i>	<i>Institution</i>	<i>Percentage</i>	<i>Year</i>
Ph.D.	<i>Management</i>	<i>Rajasthan University</i>	-	2022-On going
M.com (Honours)	<i>Acc. &amp; Business Statistics</i>	<i>Commerce college</i>	70%	2020-2022
B.com (Honours)	<i>Acc. &amp; Business Statistics</i>	<i>Presidency college</i>	75%	2017-2020
Senior Secondary	<i>Commerce</i>	<i>Step By Step School</i>	82%	2016-2017
Secondary School	<i>N/A</i>	<i>Step By Step School</i>	9.2 CGPA	2015-2016

## Projects

### AxisMF

Increased Axis MF's organic traffic by 20% quarter over quarter by implementing and executing a comprehensive SEO strategy.

This included on-page optimization, off-page optimization, and technical SEO.

### Kotak Private

Improved the keyword rankings and website hygiene of Kotak Private Banking's website.

This included conducting keyword research, optimizing website content, and fixing technical SEO issues.

I'm single handedly handling the project, keeping its ranks stable and increasing traffic by 5 to 10% each month.

### YES Bank

The project involved a complete SEO audit of the YES Bank website, followed by recommendations and implementation of various SEO activities to improve its visibility in search results.

These activities included technical SEO, website architecture, content optimization, keyword research, and off-page SEO.

The project also involved tracking and analyzing the website's performance in search results to identify areas for improvement.

Overall, the project resulted in a significant improvement in the website's ranking for key keywords, leading to more traffic and leads for YES Bank.