

ANSHUL CHAURASIA

SEO/PR Specialist | Digital Marketing Professional

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New Delhi, Delhi



SUMMARY

SEO specialist with 5 years of experience in online marketing and a proven track record in driving growth through strategic SEO initiatives, content optimization, and UX improvements. Experienced in conducting site audits, managing keyword campaigns, and implementing SEO tactics to boost organic traffic and enhance search rankings.

EXPERIENCE

Marketing Associate - SEO

Fabel Services Pvt Ltd (E-commerce Feel Good Contacts UK)

12/2022 - Present Gurugram, Haryana

- Led the SEO and PR agencies to enhance the website's network graph and oversee overall SEO audits and strategies.
- Handled 2M monthly impressions, achieving 15% month-over-month growth through advanced SEO techniques.
- Conducted TTFB analysis, improving server response times and page speed performance.
- Managed off-page SEO and PR outreach, securing quality backlinks and improving domain authority.
- Addressed Index Bloating issues, optimizing website structure for better crawling efficiency.
- Led editorial process for EEAT, ensuring high-quality, SEO-optimized content.
- Managed and tracked 900+ keywords, improving page-specific rankings.

SEO Executive

Netway India (Astroyogi)

02/2022 - 08/2022 Gurugram, Haryana

- Improved performance across multiple platforms, increasing website traffic by 10%.
- Managed 8 YouTube channels, optimizing for SEO and growing engagement to over 300k subscribers.
- Led local SEO campaigns, increasing keyword rankings in 8 different languages and improving project delivery time by approximately 30%.

Digital Marketing Strategist

Freelancer

09/2019 - 01/2022 New Delhi, India

- Collaborated with India's top influencer (1M followers) to enhance their digital presence through effective content strategy.
- Delivered SEO solutions for e-commerce clients, resulting in improved search rankings and increased traffic.
- Designed and implemented link-building strategies and conducted on-page optimization for over 500 pages for a UAE client.
- Developed wireframes and UI/UX designs for client applications, enhancing user interaction. Executed off-page SEO strategies for domains in the UK, USA, and Australia.

EDUCATION

Bachelor of Business Administration

Indira Gandhi National Open University

01/2018 - 01/2021 Delhi, India

Digital Marketing Diploma

Digital Technology Institute

02/2019 - 08/2019 New Delhi, India

CORE EXPERTISE

Trained by Team SEMRUSH

- Strategic SEO Leadership:** Led SEO campaigns and increased organic traffic by 20% through targeted keyword optimization and content strategy.
- Agency Management:** Collaborated with agencies to implement SEO solutions, resulting in improved site rankings and enhanced brand visibility.
- Data-Driven Decision Making:** Utilized analytics to refine SEO tactics, using tools such as SEMrush, Ahrefs, and Majestic SEO to monitor performance and adjust strategies.
- Technical SEO Implementation:** Integrated technical SEO best practices, enhancing site speed and mobile responsiveness, contributing to a decrease in bounce rates.

KEY ACHIEVEMENTS



SERP keyword ranking (900+)

Ranked keywords with search volume exceeding 20,000 on the first page of SERP, improving organic user counts. Tracked and managed 900+ keywords, achieving top 10 rankings for 65% of high-priority keywords.



UX technical audits

Reduced server response time by 40% through TTFB analysis, improving user experience and rankings. Resolved Index Bloating issues, optimizing 10,000+ pages for better SEO performance.



Improved Network graph and Trust flow

Developed content strategies with EEAT guidelines, increasing overall site authority.

SKILLS

Advance SEO tech's

E-commerce SEO

International SEO

AI-Driven Content SEO

UX strategic Optimization

CERTIFICATIONS

Digital Marketing Certification | DTI | Feb 2019

Practitioner - Enterprise Design Thinking | IBM | Mar 2021

Google Ads Certification | Sep 2019

Google Digital Unlocked | Feb 2020

Foundations of UX Design | Google | Aug 2022