

# Abirami R

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With 4 years of experience in SEO, I specialize in on-page optimization and content strategy, and outreach to improve search rankings and drive organic traffic. Skilled in tools like Google Analytics, SEMrush, and Ahrefs, I focus on making improvements that boost visibility and user engagement. My goal is to deliver results through data-driven strategies and consistent SEO efforts.

## SKILLS

**Hard Skills:**

- Keyword Research
- Link Building & Blogger Outreach
- SEO Content Writing
- On-Page & Off-Page SEO
- Guest Posting
- Backlink Audit & Analysis
- Technical SEO (Basics)
- Anchor Text Optimization
- Competitor Analysis
- **SEO Tools** : Ahref , Semrush, Google search console, Google Analytics, Hunter, Google Keyword planner
- **Operating System** : Windows
- **Web Technologies** : HTML, CSS

## PROFESSIONAL EXPERIENCE

**SEO Specialist & Outreach Expert (SEO-Digital Marketing)**

**Vakilsearch, Chennai , India**

**Oct 2024 - Present**

- Handled SEO strategies for key terms like GST registration, Trademark registration, and Online legal consultation.
- Wrote and published SEO-optimized outreach blogs to support link-building efforts.
- Built 100+ backlinks from relevant legal and business websites through outreach.
- Did keyword research and competitor analysis to improve rankings.
- Used tools like Google Analytics, Ahrefs, and Search Console to track keyword and traffic performance.
- Optimized web pages with proper meta tags, content structure, and internal links.
- Increased Domain Rating from 64 to 70.
- Boosted daily traffic for the GST registration page from 50 to 200 visitors.
- Achieved first-page rankings for priority keywords, leading to higher lead generation and conversions.

**SEO Analyst (SEO-Digital Marketing)**

**Jul 2024 - Sep 2024**

**RankitRightMedia, Bangalore, India**

- Focused on improving the ranking for the keyword “unlimited graphic design services” through content and SEO optimization.
- Wrote SEO-friendly content targeting design-related search queries, ensuring proper keyword usage, structure, and readability.
- Worked on link-building strategies for clients, including outreach, directory submissions, and guest post placements.
- Optimized on-page elements like meta tags, headings, and internal links to improve visibility.
- Used tools like Google Search Console and Ahrefs to track keyword rankings and backlinks.
- Helped improve the ranking of “unlimited graphic design services” to the first page of Google within 3 months and increase organic traffic by 20% during the 3-month period.

## **SEO Executive (SEO-Digital Marketing)**

**Stan Ventures, Coimbatore, India**

**Dec 2021 - June 2024**

- Managed white-hat link-building campaigns for clients across various industries, targeting high-authority and niche websites.
- Collaborated with the content team to create SEO-focused content and ensure website optimization.
- Conducted keyword research to identify opportunities for link building and improve search visibility.
- Analyzed competitors and conducted market research to inform link-building strategies.
- Managed outreach emails and follow-ups to improve link placements and build lasting relationships.
- Executed email marketing strategies that contributed to lead generation and client growth.
- Secured over 1500 high-quality backlinks, significantly boosting traffic and website rankings.
- Increased link placement success by 35% through improved outreach strategies.

## **Placement Mentor Face Prep**

**Jun 2021 - Sep 2021**

**Face Prep , Coimbatore, India**

- Assess, teach and support learners online.
- Use email, discussion forums, and audio and video conferencing to communicate with learners.
- Develop an online relationship with learners.

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## **ACADEMIC QUALIFICATIONS**

### **B.E(Computer Science and Engineering)**

- KIT-Kalaignarkarunanidhi institute of Technology, Anna University, Coimbatore, India
- 2017-2021
- Senior Secondary, (State Board) from St.Thomas girls Higher secondary School during the period 2015-2017. Percentage : 84.00%
- SSLC, (State Board) from St.Thomas girls Higher secondary School during the period 2014-2015.Percentage : 84.00%.

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## **RECOGNITION**

- Awarded with the Stan ventures Good operation contributors(2023) Award
- Certification of completion in Front end Development - HTML(Great Learning Academy), CSS(Great Learning Academy)
- Certification of completion in :
  - SEO Copywriting: Crafting Content for Both Humans and Search Engines
  - Navigating On-Page and Technical SEO: A Semrush Deep Dive