

MOUNIKA GORANTLA

Digital Marketer

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PROFESSIONAL SUMMARY

Detail-oriented and results-driven SEO Analyst with 2 years of hands-on experience in driving organic growth through keyword research, technical audits, backlink strategies, and on-page SEO optimization. Proven ability to improve keyword rankings, optimize content for user intent, and deliver actionable insights to boost online visibility. Proficient in using industry-standard tools and implementing data-backed SEO strategies that enhance search engine performance, drive conversions, and improve UX. Google Ads professional with 1 year of experience in keyword research, ad creation, and campaign optimization for maximum performance.

TECHNICAL SKILLS & TOOLS

SEO Tools & Platforms

- Screaming Frog
- Ahrefs
- SEMrush
- Moz Pro
- Sitebulb
- Ubersuggest
- Google Search Console
- Bing Webmaster Tools
- GTmetrix

Analytics & Reporting

- Google Analytics 4 (GA4)
- Google Tag Manager
- Looker Studio (Google Data Studio)

On-Page & Technical SEO

- Schema Markup (FAQ, Breadcrumb, Product, Article)
- Core Web Vitals Optimization
- Mobile Usability Fixes
- Sitemap.xml & Robots.txt Configuration
- Internal Linking Strategy
- Canonicalization
- Structured Data (JSON-LD)
- Indexing & Crawl Optimization

Content Optimization & Writing Tools

- Surfer SEO
- Clearscope
- Grammarly
- Hemingway Editor
- ChatGPT for SEO content planning
- Google Docs & Sheets for keyword mapping and content briefs

Keyword Research & Competitor Analysis

- Google Keyword Planner
- Ahrefs Keyword Explorer
- SEMrush Keyword Magic Tool
- Ubersuggest
- SpyFu
- SimilarWeb

Backlink Strategy

- Manual Outreach
- Guest Posting
- Broken Link Building
- Digital PR
- Disavow Management

Paid Media & Creative Tools

- Google ads
- Facebook ads
- Canva
- Meta Business Suite

PROFESSIONAL EXPERIENCE

SEO Analyst & Google Ads

SN info System– Bangalore, India

April 2024– Present

- Conducted in-depth SEO audits for client websites and identified technical and on-page SEO improvements, resulting in an average traffic increase of 35%.
- Performed thorough keyword research to identify high-converting opportunities and mapped them effectively to site architecture.
- Improved organic keyword rankings for target terms such as "Top Engineering Colleges in bangalore" from page 5 to page 1 within 3 months.
- Developed and implemented Google Ads strategies that successfully boosted lead generation and improved overall campaign performance.

CGS Software Solutions– Bangalore, India

Feb 2023 – March 2024

- Worked on keyword research, SEO strategies, and tiered link-building strategies.
- Optimized blog articles, landing pages, and service pages with SEO best practices and user-intent alignment.
- Implemented structured data markups using JSON-LD to improve SERP features visibility (rich snippets).
- Built monthly SEO reports using Google Analytics 4 and Looker Studio to showcase keyword movements, traffic trends, and actionable insights.
- Collaborated with content writers and developers to improve UX and site performance metrics (Core Web Vitals).
- Analyzed competitors' backlink profiles using Ahrefs and SEMrush to craft successful link acquisition strategies.

ADVANCED SEO STRATEGIES IMPLEMENTED

- **Topic Cluster Strategy:** Created pillar content with interlinked support pages targeting long-tail queries.

- **Mobile SEO Enhancements:** Deployed AMP pages, responsive designs, and eliminated render-blocking resources.
- **Content Gap Analysis:** Used SEMrush & Ahrefs to uncover competitor keywords and outperform their content.
- **Crawl Budget Optimization:** Pruned thin content and redirected dead pages to focus bot activity on key URLs.
- **Structured Data Scaling:** Designed and implemented schema at scale across dynamic content using CMS plugins and manual scripts.
- **Local Citation Strategy:** Used Whitespark and BrightLocal to boost NAP consistency and local search rankings.

KEY ACHIEVEMENTS

- #1 Ranking achieved for 15+ high-competition keywords in niches like education, SaaS, and repairs.
- Boosted Lead Generation by 30% for a local home services company using GMB optimization and review acquisition.
- Core Web Vitals Optimization reduced load time by 3s and improved LCP/FID scores sitewide.
- From 0 to 10,000 Organic Visitors/Month for a startup blog using pillar-cluster content structure and technical SEO.
- Recovered Traffic from Google Core Update by conducting E-E-A-T audit and fixing low-trust content signals.

PROJECTS & STRATEGIES

- **Multi-Language SEO:** Implemented hreflang and alternate hreflang tags to target international markets, increasing traffic by 25%.
- **Schema Framework:** Developed reusable JSON-LD templates for FAQs, reviews, and how-to pages across 100+ articles.
- **SEO Playbook:** Authored a comprehensive SEO SOP playbook for internal teams covering technical, content, and backlink workflows.
- **Competitor Reverse Engineering:** Identified backlink gaps using Ahrefs and replicated strategies for ranking parity.
- **A/B SEO Testing:** Ran controlled SEO experiments on meta titles, structured data variations, and mobile UX to measure impact.

EDUCATION

MBA JNTUA, Ananthapur, 2023

Bachelor of Science(B.Sc) Rayalaseema University, Kurnool 2021

SOFT SKILLS

- Critical Thinking
- Attention to Detail
- Strong Communication Skills
- Time Management
- Team Collaboration

LANGUAGES

- English
- kannada
- Telugu

AVAILABILITY

Immediate Joining Available. Open to Remote, Hybrid & On-Site Roles