

Contact

keerthanankn@gmail.com

www.linkedin.com/in/keerthana-jagadeeshaiah (LinkedIn)

Top Skills

Content Marketing

Content Strategy

Content Management

Languages

Kannada (Professional Working)

Tamil (Elementary)

English (Full Professional)

Hindi (Elementary)

Certifications

Facebook Ads Masterclass

Semrush SEO Toolkit

Lead Generation Masterclass

Honors-Awards

7th SEM VTU Examination Topper

Digital Marketing Internship
Excellence Award

Keerthana J

SEO Outreach Manager The Link building Lady Busy Building links #
Busy Building Connections # Open to A-B-C Link Exchange
Bengaluru, Karnataka, India

Summary

SEO Outreach Manager | Link Building Specialist | White-Hat SEO
Link building | Expert in Genuine Backlink Acquisition

Hi, I'm Keerthana! Over the past year, I've driven remarkable results in link building by acquiring 1,000+ high-quality backlinks for clients across industries, particularly SaaS. I'm passionate about ethical, white-hat SEO, focusing exclusively on genuine sites with established services and a real team behind them. My dedication to quality extends to the details; I meticulously avoid spammy sites and PBNs to ensure each link I acquire adds lasting value for my clients.

Core Expertise

1. Manual Outreach & Link Exchange: Skilled in negotiating and securing backlinks via personalized, direct outreach and white-hat link exchange campaigns.
2. Quality-Driven Strategy: I prioritize genuine sites that show authentic presence with strong "About Us" sections, focusing on real engagement over volume.
3. Advanced Domain Analysis: I've created a comprehensive SOP to evaluate quality domains through Ahrefs, targeting high-ROI links and steering clear of domains with a spammy link profile.
4. Unique Approach: My approach to link-building is rooted in transparency and a clear strategy. Using my formula to determine site quality, I assess if a domain's ratio of do-follow referring domains to outgoing links is above 0.12 – a benchmark that helps identify strong, reputable sites.

Tools & Processes

From ABC link swaps and free guest posting to HARO links, I apply a thorough, customized approach for each client. Here are some highlights:

My Story in Videos

Client Testimonial: Hear directly from my previous employer on the value I've brought to their business.

<https://www.loom.com/share/cc56693504af410384aa5c726da8f025?sid=bc570c1a-e548-40ab-8f61-c1b7253e27c4>

For clients looking to enhance their link-building strategy with a focus on ethical, value-added backlinks, let's connect and explore how I can help drive your goals forward!

Thank you for reading all the way through! Feel free to send me a DM anytime.

Experience

Shambo Consulting LLC
SEO Outreach Manager
August 2023 - September 2024 (1 year 2 months)
Thailand

Waobe FZ LLC
SEO Specialist
August 2020 - August 2024 (4 years 1 month)
United Arab Emirates

PixelTrack TM
Digital Marketing Intern
August 2020 - January 2021 (6 months)
Bengaluru, Karnataka, India

Polestarre
Catalog Manager
February 2020 - August 2020 (7 months)
Bengaluru, Karnataka, India

Zeblase Solutions LLP

Operations Executive

January 2019 - January 2020 (1 year 1 month)

Bengaluru, Karnataka, India

In this company I got to learn the in and out of ecommerce business.

Here are few things which I got learn during my time at this company

- Ecommerce Business Model
- Amazon seller management system
- Flipkart seller management system
- Amazon inventory management
- Flipkart inventory management
- Listing products manually at amazon & Flipkart (Handled 1000 + Listings)

PinkBlue.in

Catalog Associate

August 2018 - January 2019 (6 months)

Bengaluru, Karnataka, India

Hindustan Aeronautics Limited

Engineer Intern

July 2018 - August 2018 (2 months)

Bengaluru, Karnataka, India

Education

CMR Institute Of Technology

Bachelor of Engineering - BE, Electrical and Electronics

Engineering · (2014 - 2018)

Jothi Nivas PU College

Pre-University Course, PCMB · (2012 - 2014)

HAL East Primary & Girls High School

Secondary School Leaving Certificate · (2000 - 2012)