



DIGITAL MARKETING PORTFOLIO

2025

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HI! I'M RAJ KUSHWAHA

I'm **Raj Kushwaha**, a Digital Marketing Expert with 6 years of hands-on experience in building and executing result-driven strategies. I specialize in the full spectrum of **digital marketing services**, including **SEO, AEO, GEO, paid advertising, content marketing, and advanced analytics**. My approach combines data-driven insights with the latest trends to boost visibility, drive qualified traffic, and deliver measurable growth for brands across diverse industries.



WORK

EXPERIENCE

2020 - 2021



AUTOTECH NONWOVEN
Business Development
Executive

2021 - 2022



AGES PVT LTD
Sr. Business
Development

2022 - 2023



WEBTEZZ
Digital Marketing
Executive

2023 - 2025



FREELANCER
Digital Marketing
Expert

EXPERTISE

**Digital Marketing
Strategy**

GEO

**Email Marketing &
Automation**

Content Marketing

SEO

**Paid Advertising
(Google Ads, Meta Ads,
LinkedIn Ads)**

**Web Analytics &
Reporting**

**WordPress & Shopify
Marketing**

AEO

**Social Media
Marketing**

**Brand Growth & Lead
Generation**

**Team Leadership &
Client Consulting**

TOOLS



Google Tag Manager



SEO & SOCIAL MEDIA

PROJECTS



IT STAFFING
&
IT BUSINESS CONSULTING
SERVICES



MEDICAL BILLING COMPANY



SOFTWARE DEVELOPMENT
&
IT CONSULTATION

FIELD : IT STAFFING & IT BUSINESS CONSULTING SERVICES

PROBLEM : Silverspace Inc. needed to increase qualified leads, website traffic, and LinkedIn engagement without relying on paid ads. The digital presence was strong but lacked the organic momentum to meet growth targets.

SOLUTION: Executed a fully organic growth strategy:

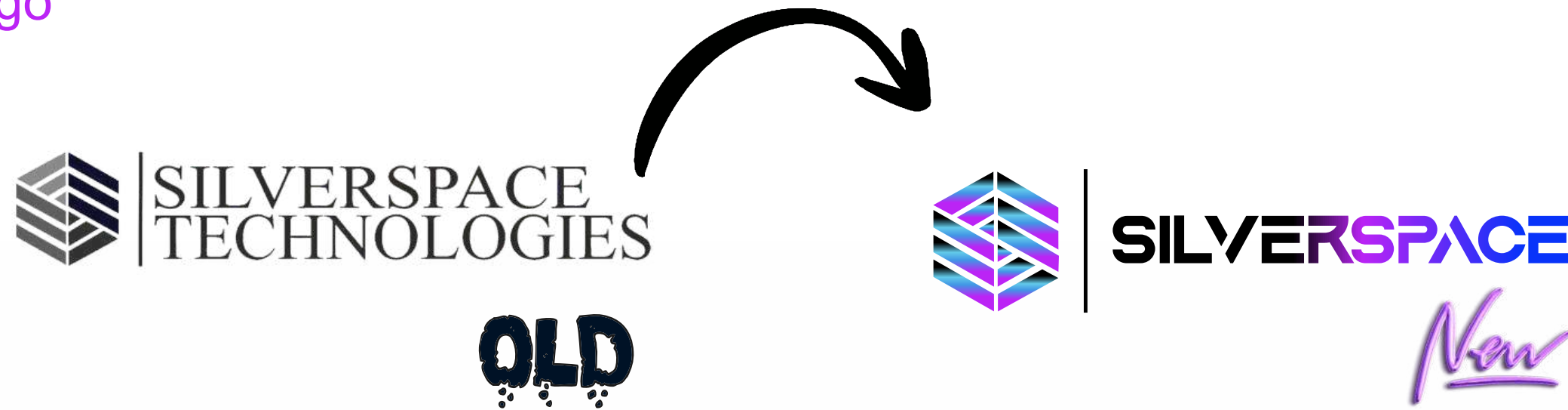
- Advanced SEO, AEO, and GEO optimization
 - High-value blog and website content creation
 - Consistent, audience-focused LinkedIn posting and community engagement
- (No Google Ads or paid campaigns were used.)

RESULT:

- **+65 %** increase in qualified inbound leads (year-over-year)
- **+80 %** growth in overall website visitors within 12 months
- **15,500+ new LinkedIn followers** gained organically in one year, along with a **+90 % boost** in average post engagement

BRAND IDENTITY LOGO

Brief for the new logo



Logo Refresh Summary

Silverspace moved from a muted grey, serif-style logo to a vibrant violet-blue gradient with sleek geometric lettering. The new design keeps the familiar cube for brand recognition but adds modern typography and bold color to convey innovation, growth, and a future-focused tech identity.

Before



siverspaceinc.com

siverspaceinc.com



AScore: 11

Organic Traffic

989

-45.21%

Organic Keywords

104

+7.22%

Backlinks

32.6K

+2.2%

After



siverspaceinc.com

siverspaceinc.com



AScore: 11

Organic Traffic

1.8K

+0.61%

Organic Keywords

108

+11.34%

Backlinks

49.6K

+55.66%

Result

1st Position



non-it staffing services

Keyword difficulty: 0 (for google.com database) — View [full report](#) for this keyword

Silverspace Inc
<https://silverspaceinc.com> › non-it-staffing

1. Non-IT Staffing Services | Non-IT Recruitment Solutions

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 7 LD: 49.2K I: n/a whois </> source Rank: 1.40M

Expert non-IT staffing services and recruitment solutions to help you hire top talent across healthcare, finance, admin, legal, & more.



5th Position



Silverspace Inc
<https://silverspaceinc.com>

Silverspace Inc: Recruiting & Staffing Agency and Business ...

We provide staffing and IT solutions, along with business consulting services for startups, SMEs, and large companies.

12th Position



software development trends 2025

Keyword difficulty: 59.24% (for google.com database) — View [full report](#) for this keyword

Silverspace Inc
<https://silverspaceinc.com> › 2025s-must-know-top-softw...

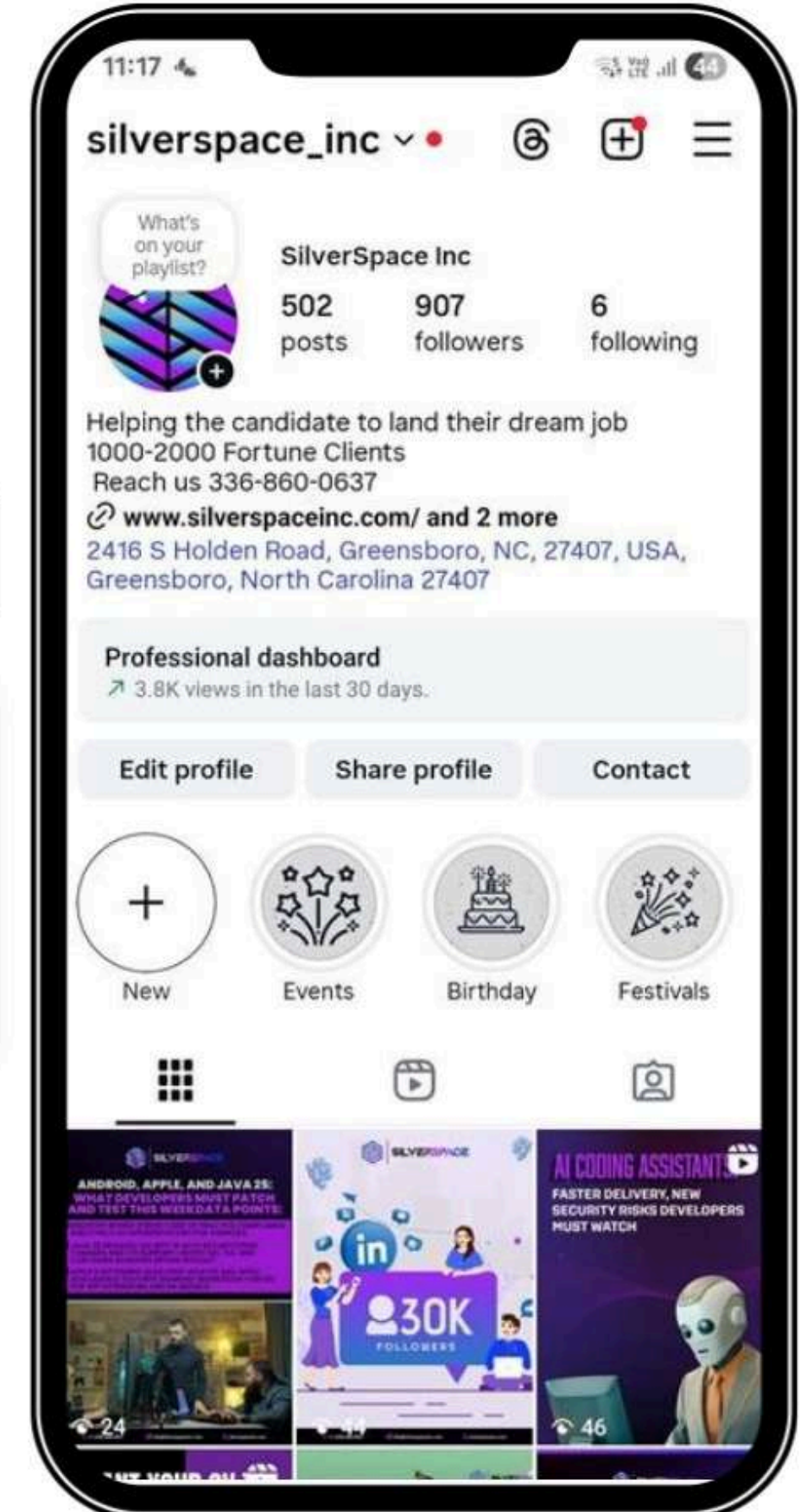
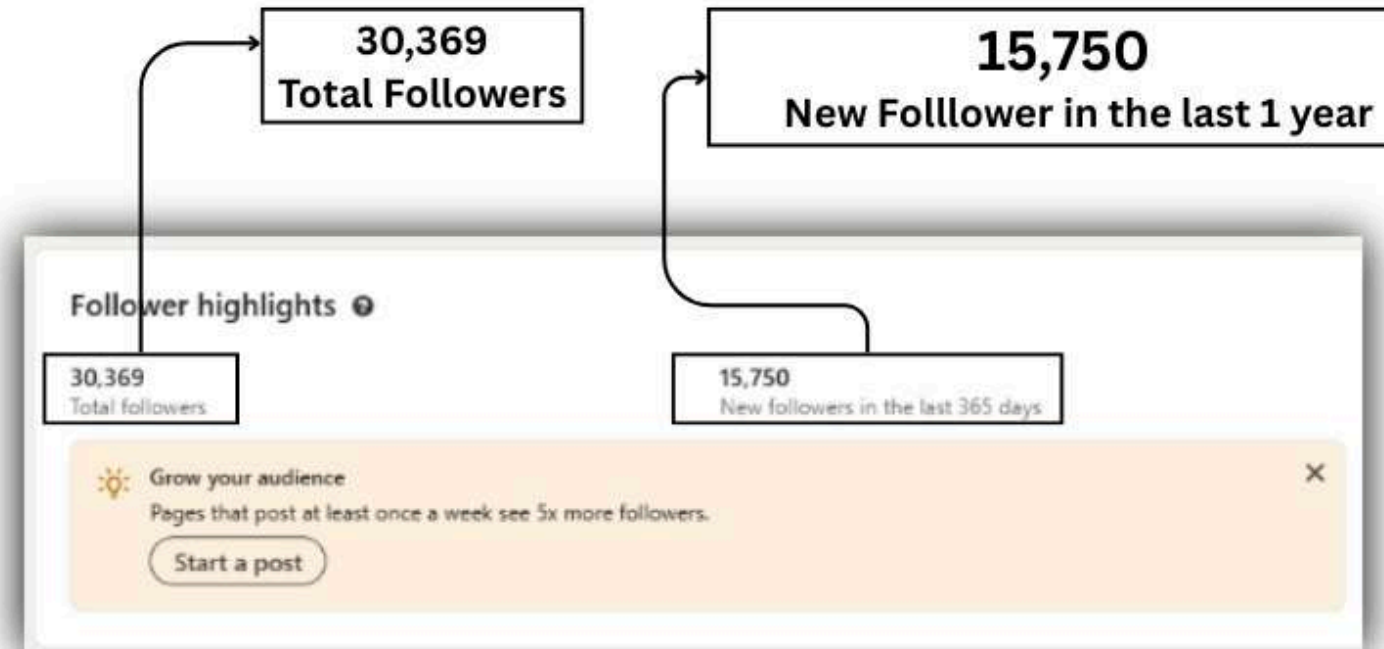
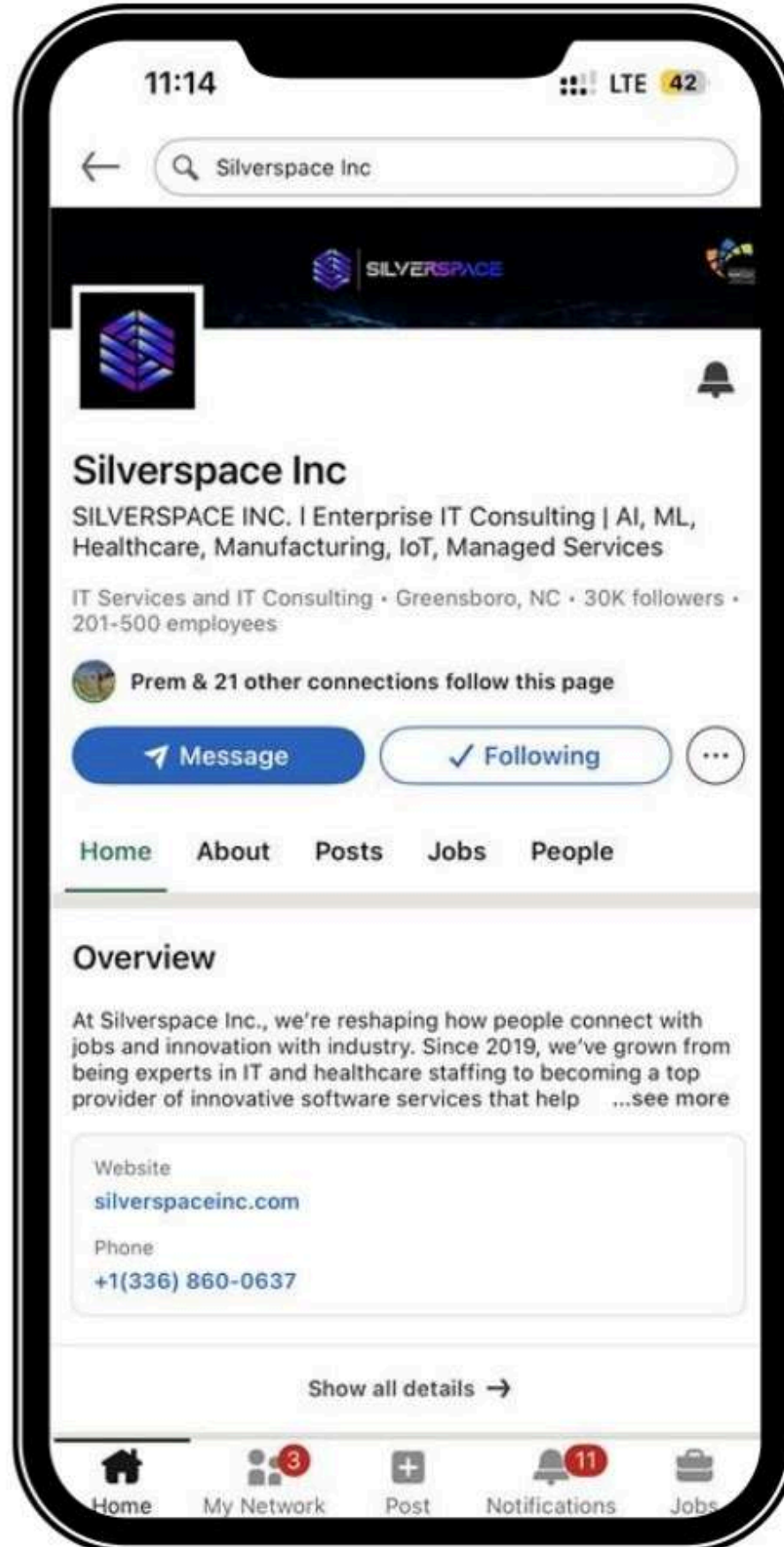
12. 2025's Must-Know Top Software Development Trends

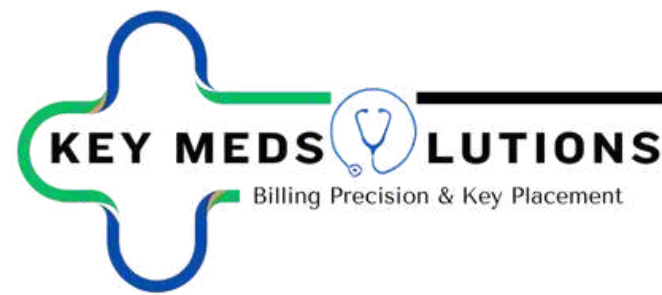
L: 0 LD: 49.2K I: n/a whois </> source Rank: 1.40M

10 Jun 2025 — A- Top software development trends in 2025 include AI-powered development tools, low-code/no-code platforms, cloud-native architecture with ...



SILVERSPACE





MEDICAL BILLING & CODING AND TRAINING PLACEMENT

PROBLEM : Key Medsolutions needed to build strong online visibility and generate qualified leads in the competitive U.S. medical billing market. The brand was not ranking on Google for service keywords, had low organic website traffic, and lacked authority on Google My Business, limiting inbound clients.

SOLUTION: Executed a 100% organic growth strategy focused on authority building and GEO targeting:

- Advanced SEO + AEO + GEO optimization for U.S. healthcare billing keywords
- Optimized service pages for niche intent keywords like Internal Medicine Billing, AR Recovery, RCM Services
- Created educational website content + industry-focused blogs
- Improved technical SEO and page experience
- Built Google My Business trust signals through local SEO optimization
- No Google Ads or paid promotion used

RESULT:

- Top Google rankings for multiple keywords, including
- “Healthcare Profit Enhancement Services” (#1),
- “Financial Profit Enhancement Company” (#1),
- “Internal Medicine Billing Company in USA” (#2)
- Ranked on Google My Business as "Best Medical Billing Company in Greensboro"

Healthcare profit enhancement services

AI Overview

Healthcare profit enhancement services provide targeted strategies for organizations to increase revenue, reduce costs, and improve operational efficiency through services like revenue cycle management, cost reduction, telehealth implementation, and technology adoption. These services analyze data, streamline processes, automate administrative tasks, and offer new revenue streams like telehealth to boost financial performance and allow staff to focus on patient care.

How Healthcare Profit Enhancement Services Work

These services typically involve a combination of the following strategies:

- Revenue Cycle Management (RCM):** Improving front-end processes like patient registration and insurance verification to speed up payments and reduce claim denials.
- Cost Reduction:** Identifying and cutting unnecessary expenses by optimizing inventory, staffing, and operations.
- Technology Adoption:** Implementing tools like AI-powered billing and coding solutions, cloud computing, and mobile health apps to automate tasks and enhance efficiency.

Profit Enhancement Company in USA - Key Medsolutions

5 days ago — Profit Enhancement Services RCM: What are Profit Enhancement Services in Healthcare?

Show all

AI Overview

Best Medical billing company in greensboro

AI Overview

To determine the "best" medical billing company in Greensboro, it's necessary to evaluate several top contenders based on factors like customer reviews, services offered, and client needs. One highly-rated local option is Key Medsolutions Inc., while Coding & Billing Solutions LLC is another well-regarded provider with a focus on compliance and results.

Key Medsolutions Inc.

Key Medsolutions is a trusted healthcare medical billing services company offering complete revenue cycle...

Google

AI Overview

Before



www.keymedsolution.com www.keymedsolution.com | AScore: 6

Organic Traffic

132

Organic Keywords

09

Backlinks

1.06k

After



www.keymedsolution.com www.keymedsolution.com | AScore: 6

Organic Traffic

2.1K

Organic Keywords

47

Backlinks

18.6K

Result

healthcare profit enhancement services

Keyword difficulty: 50.46% (for google.com database) — View [full report](#) for this keyword

Key MedSolution
<https://www.keymedsolution.com/profit-enhancement...>

1. Profit Enhancement Company in USA

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 3.58K I: n/a whois </> source Rank: 14.8M

5 days ago — Transform healthcare finances with expert Profit Enhancement Services. Recover lost revenue, lower costs, and boost operational efficiency.



1st Position
(Healthcare Profit Enhancement Services)

financial profit enhancement company

Keyword difficulty: - (for google.com database) — View [full report](#) for this keyword

AI Mode All Images News Short videos Shopping Videos More Tools

Key MedSolution
<https://www.keymedsolution.com/profit-enhancement...>

1. Profit Enhancement Company in USA

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 3.58K I: wait... whois </> source Rank: 14.8M

5 days ago — Transform healthcare finances with expert Profit Enhancement Services. Recover lost revenue, lower costs, and boost operational efficiency.

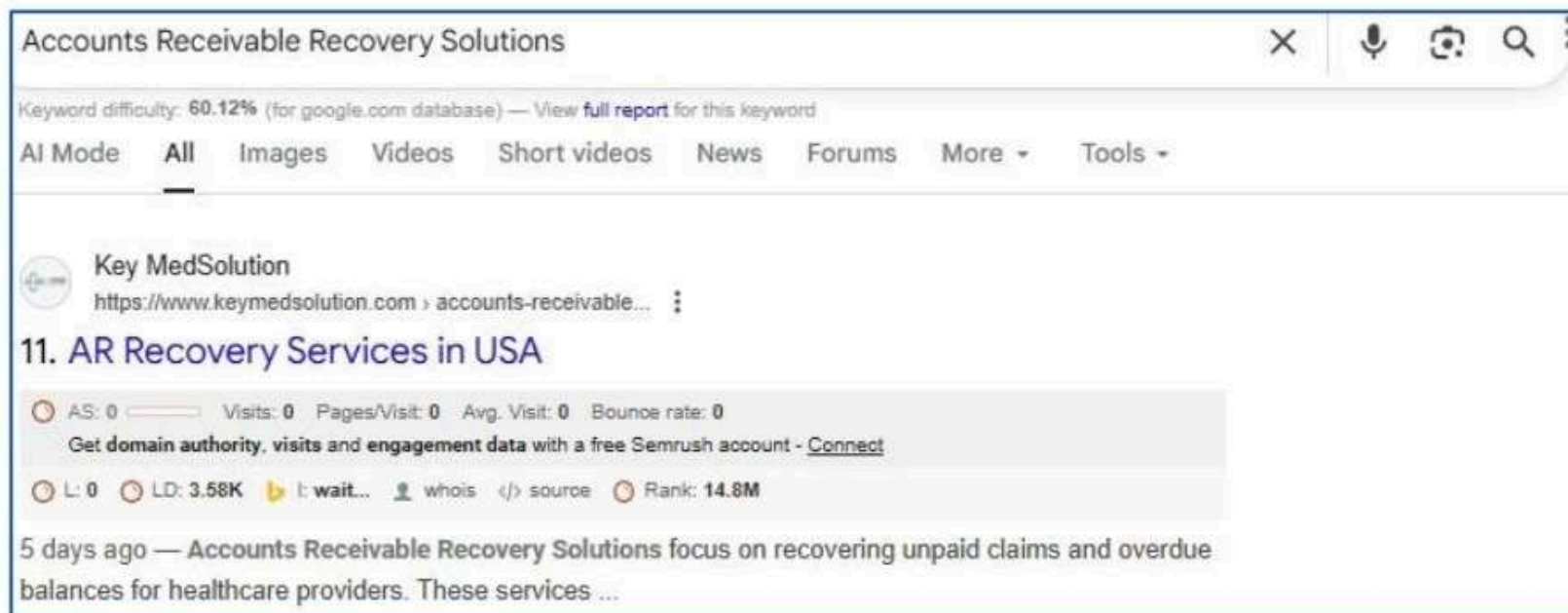


1st Position
(Financial Profit Enhancement Company)

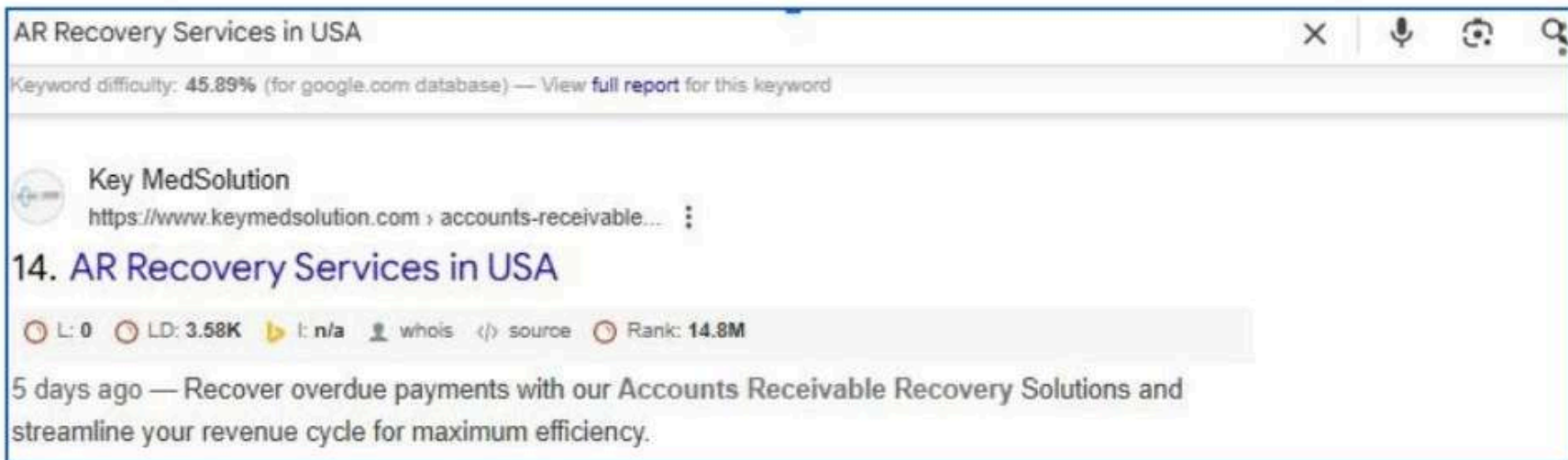


2nd Position
(Internal Medicine Billing Company in USA)

11th Position
(Accounts Receivable Recovery Solutions)



14th Position
(AR Recovery Services in USA)



Google My Business Profile

Medical billing company in greensboro

Keyword difficulty: 64.41% (for google.com database) — View full report for this keyword

Places

Key Medsolutions Inc
5.0 ★★★★★ (5) · Medical billing service
717 Green Valley Rd Suite 200 · +1 336-499-9299
Open · Closes 5 pm
"Their medical billing services are accurate, fast, and reliable."

Website Directions

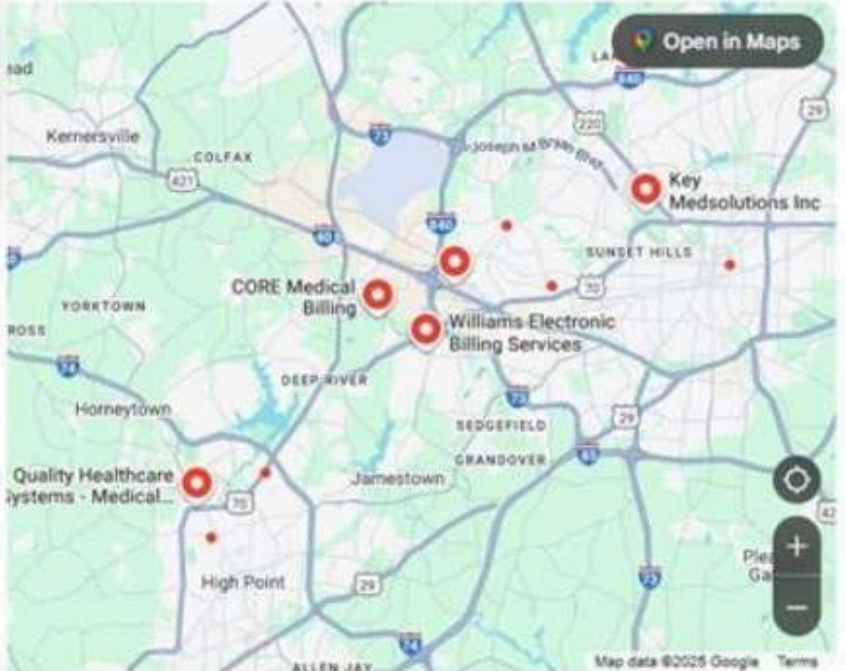
MedCare Revenue Group
5.0 ★★★★★ (6) · Medical billing service
393 S Swing Rd · +1 346-678-4300
Open · Closes 5 pm
"Reliable, well-trained team."

Website Directions

CORE Medical Billing
No reviews · Medical billing service
4280 Piedmont Pkwy · +1 336-553-1659
Open · Closes 5 pm

Directions


More places →



Best Medical billing company in greensboro

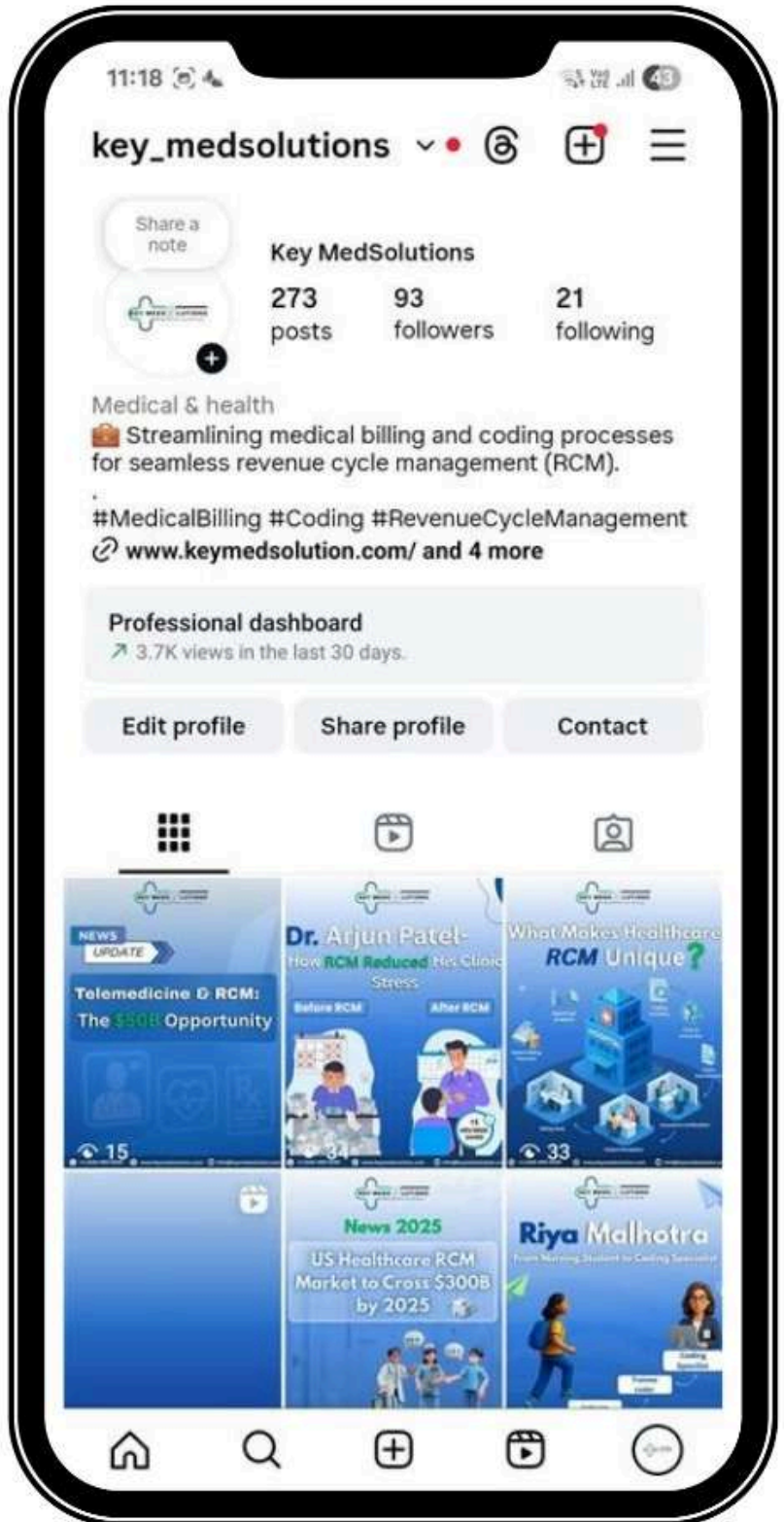
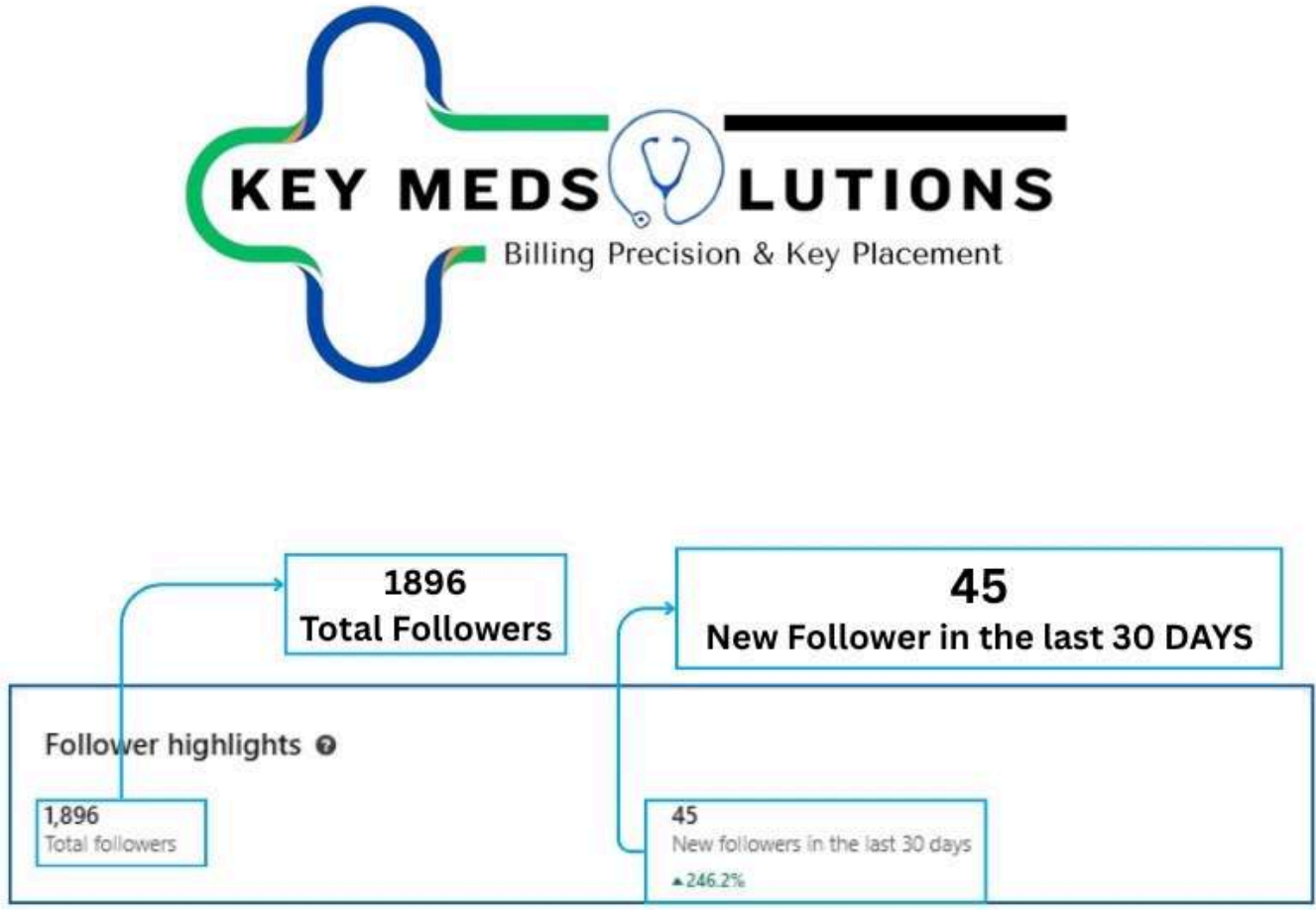
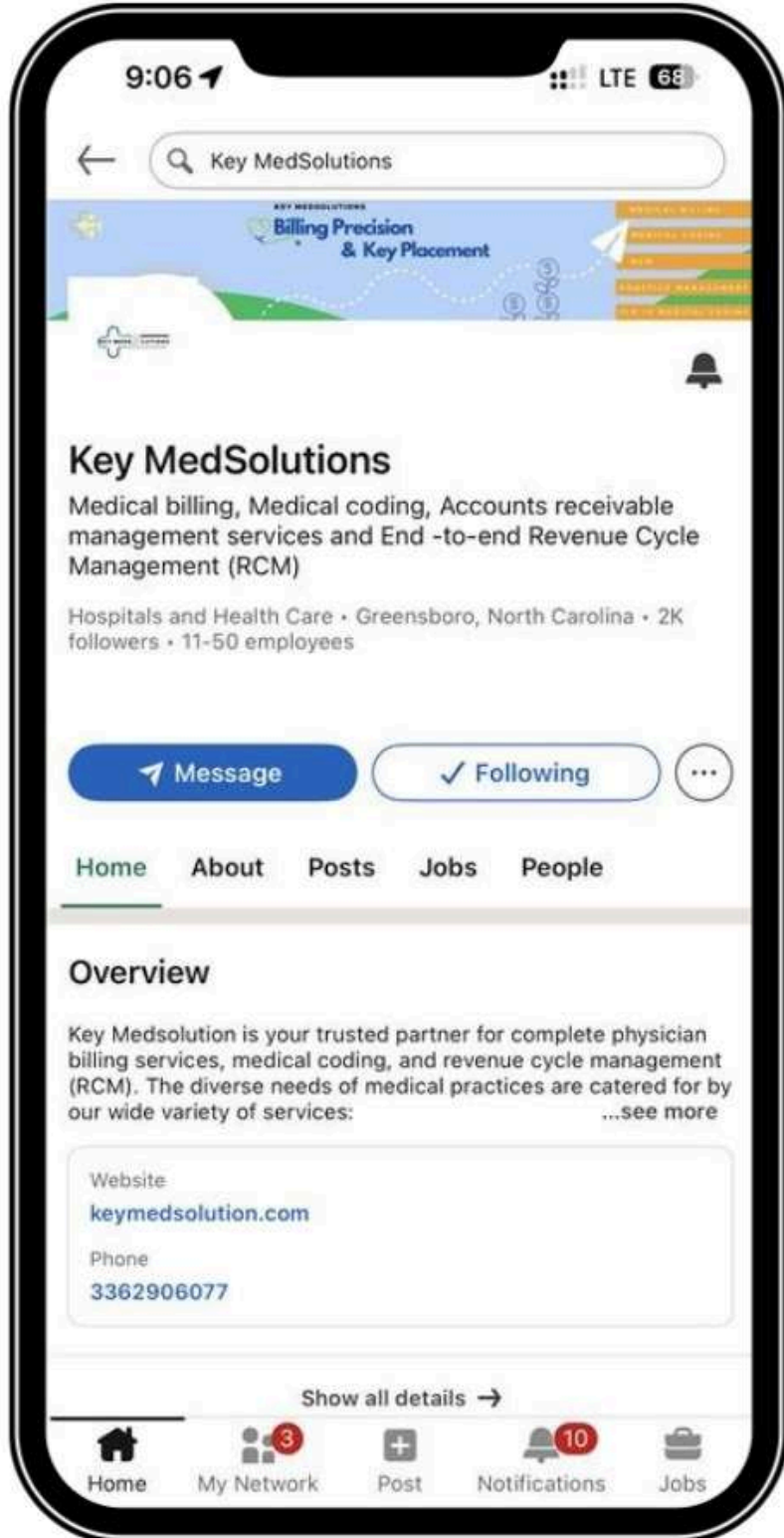
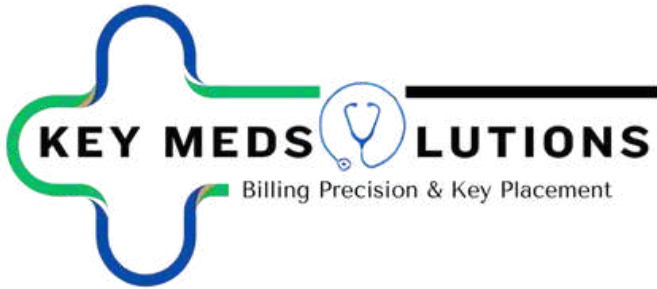
Keyword difficulty: 53.36% (for google.com database) — View full report for this keyword

Places



Key Medsolutions Inc
5.0 ★★★★★ (5) · Medical billing service
717 Green Valley Rd Suite 200 · +1 336-499-9299
Open · Closes 5 pm
"Their medical billing services are accurate, fast, and reliable."

Website Directions





- PROBLEM :**
- Low online visibility and weak brand authority in the global recruitment market
 - No consistent inbound client or candidate leads
 - Zero presence on Google search & AI listings
 - LinkedIn profile had low activity and minimal engagement
 - No paid ads used – required 100% organic growth strategy

- SOLUTION:**
- Built strong brand authority through organic LinkedIn content strategy
 - Targeted USA, UK & global hiring audiences with niche recruitment content
 - Optimized website using SEO + AEO + GEO to rank for staffing keywords
 - Designed lead generation funnel for candidate and client inquiries
 - Showcased case studies, hiring success stories, and testimonials
 - Improved Google Business presence + AI search visibility
 - Consistent engagement + content positioning = trust + authority

- RESULT:**
- **7,497 new LinkedIn followers in just 90 days (July–September)**
 - **16,657+ total followers reached by October organically**
 - Generated consistent client & candidate leads from USA, UK & India
 - Improved Google keyword rankings & appeared in AI Search (AEO) results
 - High website traffic from USA-driven hiring keywords
 - **Zero paid ads – 100% organic success**

AI Mode All Images News Videos Short videos Maps More - Tools -

AI Overview

[Listen](#)

Non-IT staffing services provide human resources for operational and administrative roles outside the Information Technology field, covering areas like finance, marketing, HR, and sales. These services offer various staffing models, including temporary, direct placement, and contract-to-hire, to meet diverse business needs by sourcing and managing qualified non-IT professionals and ensuring a cultural fit for specific industries such as manufacturing, retail, and finance.


Key Aspects of Non-IT Staffing

- Industries Served:** Non-IT staffing caters to a wide range of sectors, including finance, human resources, marketing, sales, operations, healthcare, manufacturing, retail, and logistics.

Reliable Non-IT Staffing Services and Recruitment Solutions

Recruiting professionals for marketing, HR, finance, project management, and administrati...

Vizva Consultancy Services




AI Overview

AI Overview

[Listen](#)


Skills development training workshops are structured programs for acquiring and enhancing personal and professional abilities, offered by various institutions and government initiatives like the Skill India Mission's Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Pradhan Mantri Kaushal Kendra (PMKK), targeting a wide range of sectors from technical skills to soft skills. They can be found through online platforms like [Grow with Google](#) or offline at centers like [Vision India](#) or specialized institutes such as [Kalapurnam Institute](#).



Skills Development Training Workshops for Career Growth

Nurturing Expertise and Empowerment. In the dynamic landscape of professional growth and...

Vizva Consultancy Services



[Show more](#)

Vizva Consultancy Services
<https://vizvaconsultancyservices.com/skill-developme...>

Skills Development Training Workshops for Career Growth

Join our expert-led skills development training workshops to boost your career. Learn in-demand skills in IT, compliance, finance, and more. Enroll today!

AI Overview

Before



↓ vizvaconsultancyservices.com | AScore: 8

Organic Traffic

76

Organic Keywords

36

Backlinks

4.9K

After



↓ vizvaconsultancyservices.com | AScore: 8

Organic Traffic

2.1K

Organic Keywords

47

Backlinks

18.6K

Result

→ 1st Position (Non-IT staffing services)

Vizva Consultancy Services
https://vizvaconsultancyservices.com › non-it-staffing

1. Reliable Non-IT Staffing Services and Recruitment Solutions

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 59 LD: 18.1K I: n/a whois </> source Rank: 4.25M

We offer full-time, part-time, and temporary staffing solutions to help businesses find the right talent when they need it.

1st Position (Skills Development Training Workshops)



Vizva Consultancy Services
https://vizvaconsultancyservices.com › fintech

2. Fintech Consulting Services for Scalable Financial Solutions

L: 0 LD: 18.1K I: n/a whois </> source Rank: 4.25M

Unlock growth with expert fintech consulting services. We deliver tailored digital solutions for banking, blockchain, lending, and finance technology ...

9th Position (Non-IT Staffing Solutions) ←

Vizva Consultancy Services
https://vizvaconsultancyservices.com › skill-developme...

1. Skills Development Training Workshops for Career Growth

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 3 LD: 18.1K I: n/a whois </> source Rank: 4.25M

Join our expert-led skills development training workshops to boost your career. Learn in-demand skills in IT, compliance, finance, and more. Enroll today!

→ 2nd Position (fintech consultancy services)

Vizva Consultancy Services
https://vizvaconsultancyservices.com › staffing

9. Staffing Agency & Recruiting Firm | Hire Talent & Find Jobs

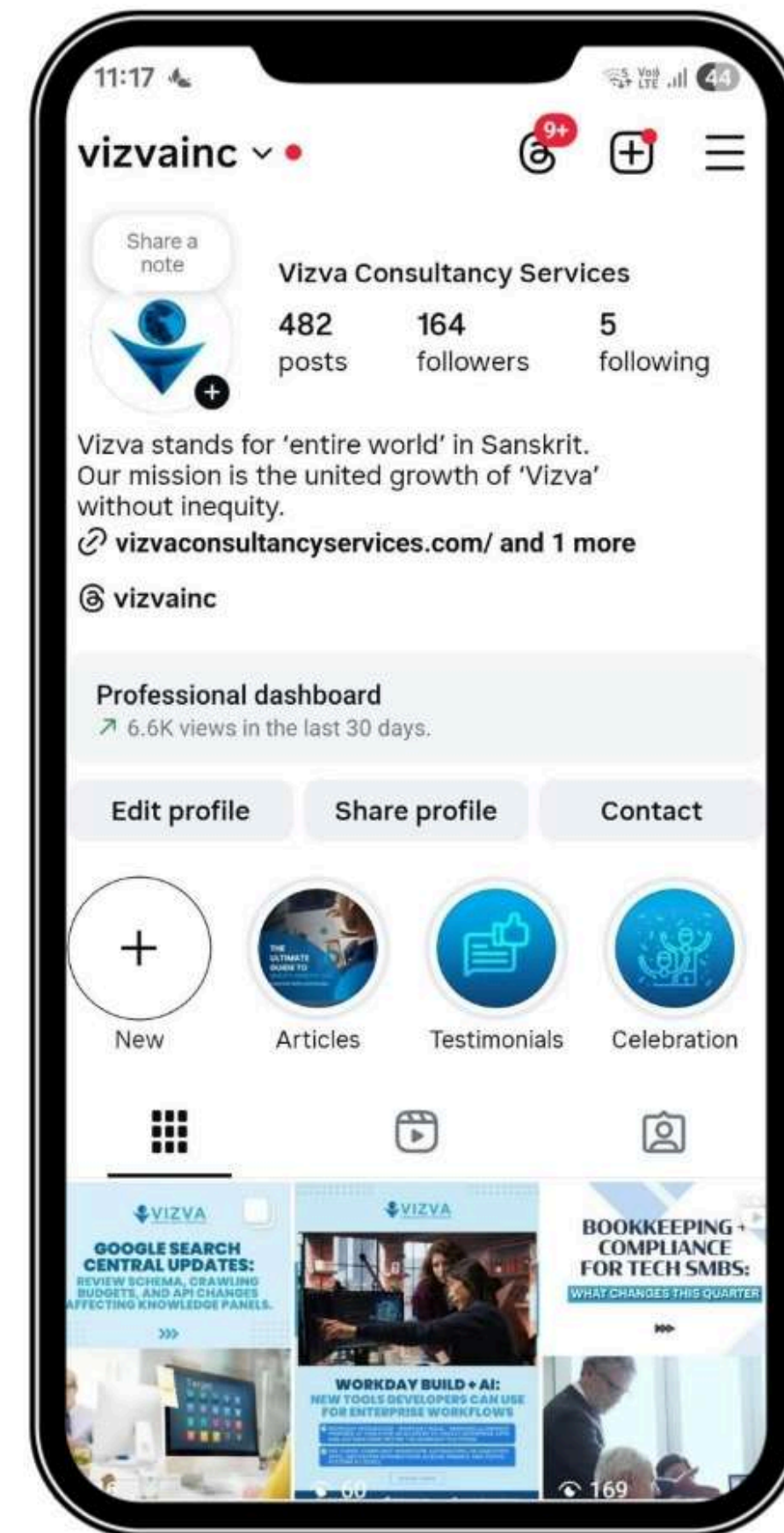
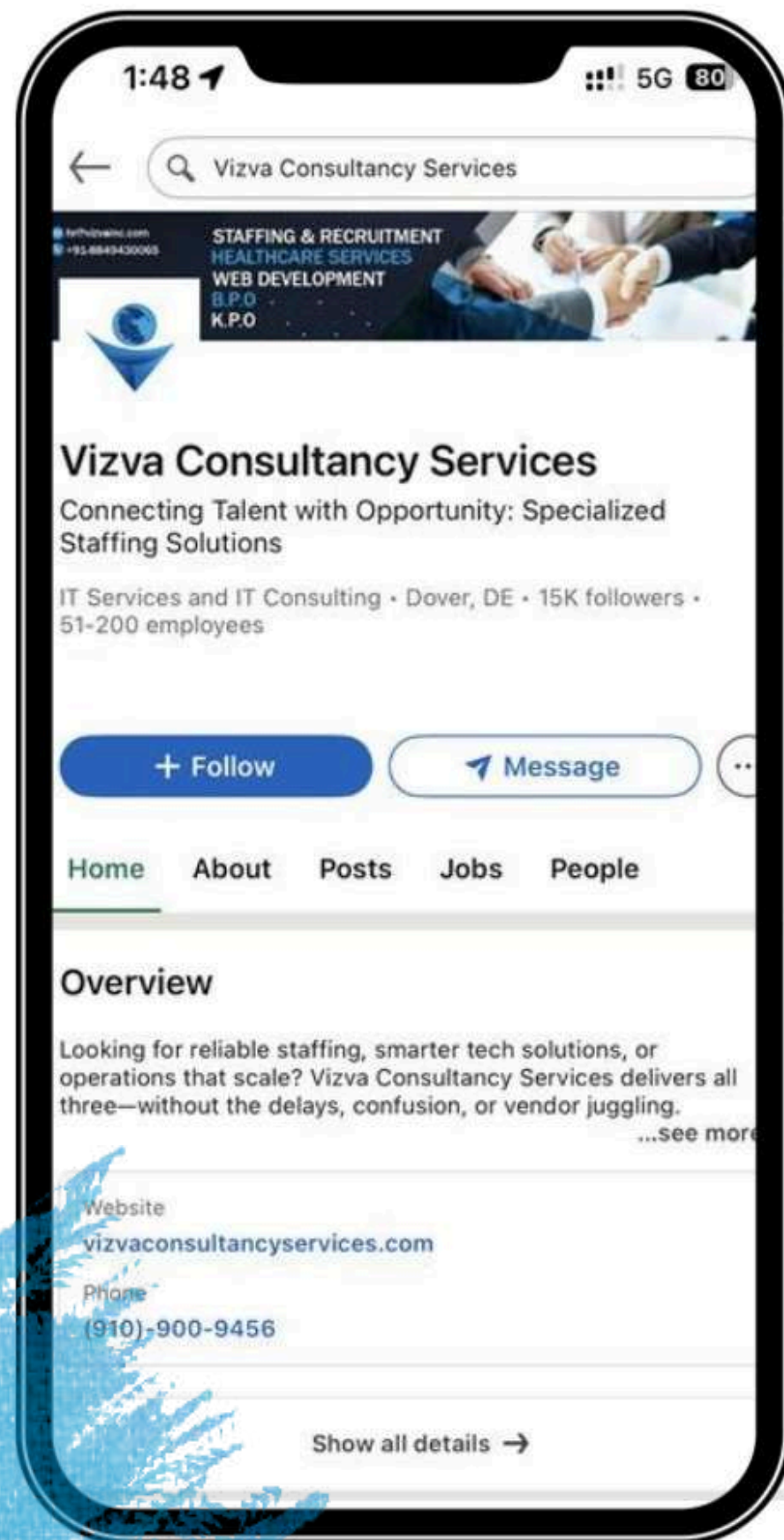
L: 46 LD: 18.1K I: n/a whois </> source Rank: 4.25M

Non-IT Staffing. We offer staffing solutions for non-technical jobs like administration, finance, marketing, and customer service. Our team finds the best ...

[Process- How We Work](#)

[It Staffing](#)

[Why Partner With Vizva...](#)



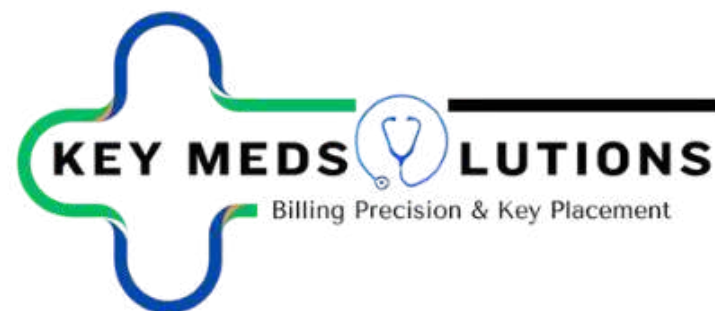
TESTIMONIALS

CLIENTS



SILVERSPACE
AKASH DABHI

Raj transformed our online presence with a powerful organic strategy. No ads, only smart SEO and LinkedIn growth. Results were consistent, measurable, and business-driven.



SHUBHAM PANDYA

Our rankings improved, leads increased and we built strong authority in medical billing. Raj delivered exactly what he promised, quality results through organic marketing.



VIZVA
CONSULTANCY SERVICES
RISHI PATHAK

Outstanding digital growth strategy. In just 90 days, we saw massive LinkedIn growth, global leads and stronger brand authority, all organically. Highly recommended.



LET'S CREATE SOMETHING

GREAT

TOGETHER!

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