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# NITIN YADAV | SEO PROFESSIONAL

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## PROFESSIONAL SUMMARY

Results-driven SEO with 9+ years of experience in managing and optimising SEO campaigns for diverse industries. Adept in handling cross-functional teams, devising and executing effective SEO strategies, conducting thorough audits, and communicating with clients to deliver exceptional results. Proficient in technical SEO and analytics tools to track and analyse website performance.

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## CORE COMPETENCIES

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|----------------------------|--------------------------|
| ✓ SEO strategy development | ✓ Leadership             |
| ✓ Technical SEO            | ✓ On-page & Off-Page SEO |
| ✓ Content optimization     | ✓ Client communication   |
| ✓ Web Analytics            | ✓ Competitor analysis    |
| ✓ HTML, CSS and Javascript | ✓ Project management     |

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## PROFESSIONAL EXPERIENCE

### Suprtech (London) | SEO Growth Specialist & Consultant | Jan 2023 - Present

- Achieved a 12% increase in leads for a Healthcare and Diabetes Management niche site.
- Reduced bounce rate by 47%.
- Increased top 1-3 ranks by 120% through site technical clean-up and content optimisation.
- Achieved a 265% increase in impressions in 9 months with a funnel-based content strategy.
- Developed and executed tailored SEO strategies to drive organic growth and enhance online visibility.
- Provided expert insights and recommendations based on thorough data analysis and competitive research, driving business improvements and maximising ROI.
- Analysed traffic drops to pinpoint causes and implemented solutions for improved website performance.

### Adam Bernard Solicitors (London) | Digital Marketing Specialist | Oct 2022 - Dec 2022 (FTC)

- Conducted detailed SEO and technical audits, improving technical health by 70% through addressing crawl budget, broken links, canonical loops, and soft 404s.
- Created a comprehensive SEO plan, incorporating recommendations for new and optimised content.
- Managed Google My Business (GMB) profile and conducted competitor analysis to inform SEO tactics.
- Executed on-page SEO enhancements, optimising on-page elements for 90% of pages to boost traffic and CTR.
- Implemented structured reporting formats for monitoring progress.

### upGrad Education Pvt. Ltd. | Sr. SEO Manager | Jun 2022 - Sep 2022

- Led CMS migration to HubSpot, ensuring SEO-friendliness and collaboration with the HubSpot team.
  - Generated baseline report pre-migration to monitor traffic fluctuations.
  - Developed a comprehensive checklist to manage the migration process efficiently.
  - Worked on detailed traffic forecasting for the next year.
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- Developed and implemented SEO strategies, managing cross-functional collaboration with teams like Social, Content, and Paid Media.
  - Analysed website traffic and SEO metrics using tools like Search Console, SEMrush, and Google Analytics.
  - Managed on-page and off-page SEO, conducting keyword research and analysis.
  - Improved technical SEO aspects, site performance, and core web vitals.

#### **iQuanti, India | SEO Lead | Aug 2021 - Jun 2022**

#### **Neil Patel Digital India | SEO Specialist | Oct 2020 - Aug 2021**

- Ranked 700+ new keywords within a year for Northwestern Mutual.
- Increased impressions by 43% and improved page 1 keywords by 47% in 14 months for Northwestern Mutual.
- Boosted Tata Communications' organic traffic by 15% in 7 months. Elevated e-commerce leads by 8% and organic traffic by 27% for targeted categories.
- Ensured 95% indexing of React-based pages within 2.5 months, resolving previous indexing issues.
- Managed SEO and editorial teams to align organic growth activities.
- Developed content strategies and guided editorial teams for trustworthy content creation.
- Monitored and analysed data from tools like Google Analytics, Search Engine Console, and others (SEMRush, Ahrefs, Screaming Frog, etc.).
- Tracked and analysed data to identify opportunities for improving website traffic, conversions, user behaviour, and engagement.

#### **Performics India (Part of Publicis Groupe) | Business Manager | Feb 2018 - Oct 2020**

#### **Odigma Consultancy Services | Sr. SEO Analyst | Apr 2017 - Feb 2018**

- Collaborated with Reliance Jio, achieving an 11% increase in organic non-branded traffic.
- Captured 47% of search potential during the Jio Fiber launch and achieved a 65% conversion rate.
- Assisted ITC Infotech in Hreflang tag implementation, boosting traffic by 16% in 6 months.
- Addressed technical issues to optimise crawl budget.
- Defined SEO strategies and KPIs for clients.
- Trained and mentored team members, identified knowledge gaps, and proposed solutions.
- Led the SEO team and set a roadmap for effective project execution.
- Conducted SEO tests and analysed results to increase relevant traffic and user engagement.

#### **Mastertech Web Applications | SEO Analyst | June 2015 - April 2017**

#### **eBrandz Solutions Pvt Ltd | SEO Executive | December 2012 - June 2015**

- Generated 100+ links through manual outreach. Enhanced homepage load time by 61% and category pages' load time by 39%. Achieved a 39% increase in organic traffic within 15 months in a competitive niche.
- Assisted in the recovery of 8 accounts post-Google Penguin update within 6 months. Enhanced local business leads by an average of 23% & improved keyword rankings by 83% to Page 1 in 8 months.
- Conducted comprehensive keyword research and mapping to drive users to the business's relevant pages.
- Assisted with on-page optimization tasks, including optimizing meta tags, headers, and images.

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## **EDUCATION**

### **York St. John University (London)**

MSC in Digital Marketing

### **Annamalai University (India)**

Postgraduate Diploma in Business Administration

### **M.P.S.P College (India)**

Bachelor of Science in Information Technology

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