

Nikhil Dahal

SEO Analyst | Digital Marketing



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SUMMARY

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boosting sales. Excellent analytical, organizational and decision-making abilities.

ACHIEVEMENTS

Contributed to Rank a Chatswood LDV Website in Search Engine

Contributed to Rank an LDV Parramatta Website in Search Engine

Contributed to Rank an LDV Five Dock Website in Search Engine

Contributed to Rank a Parramatta MG Website in SearchEngine

Contributed to Rank a Five Dock MG Website in Search Engine

Contributed to Rank a Chatswood Renault Website in SearchEngine

SKILLS

- ◆ HTML and CSS
- ◆ Google Search Console
- ◆ Google Analytics
- ◆ Internal and external link-building

EDUCATION

S.L.C

B.K.V.M. Secondary Boarding School / Biratnagar, Morang

+2 Science

Arniko Awasiya Higher Secondary School / Biratnagar, Morang

Orchid International College, Tribhuwan University

Orchid International College, Tribhuwan University / Gaushala, Kathmandu / January 2017 - January 2022

EXPERIENCE

Software Development

Ambarkaar Software Pvt. Ltd./ January 2022- December 2022.

SEO Analyst

ARG Marketing / Kathmandu / January 2023 - Now

TRAINING/CERTIFICATION

Digital Marketing

Broadway Infosys/ 2023

- ◆ On-page and off-page optimization
- ◆ Research
- ◆ Communication
- ◆ SEO tools
- ◆ CRM
- ◆ WordPress

LANGUAGE

Nepali ● ● ● ● ●

English ● ● ● ● ●

HOBBY

- ◆ Hiking
- ◆ Watching and Playing football and cricket and
- ◆ Watching movies

PROJECTS

Automotive Industry

1. Chatswood LDV

www.chatswoodldv.com.au

2. LDV Parramatta

<https://www.ldvparramatta.com.au/>

3. LDV Five Dock

<https://www.ldvfivedock.com.au/>

4. Parramatta MG

<https://parramattamg.com.au/>

5. Five Dock MG

<https://fivedockmg.com.au/>

6. Chatswood Renault

<https://www.chatswoodrenault.com.au/>

WORK EXPERIENCE

Overview of Your Role

As an SEO Executive at ARG Marketing, I specialized in developing and implementing comprehensive SEO strategies to increase online visibility and drive organic traffic, contributing significantly to the company's digital marketing goals.

Key Responsibilities

- Conducted keyword research and analysis to inform content strategies.
- Optimized website content and landing pages.
- Monitored and analyzed website performance using tools like Google Analytics and SEMrush.
- Collaborated with content and web development teams to implement SEO best practices.
- Managed link-building campaigns and strategies to enhance domain authority.

Achievements and Impact

- Increased organic visibility and leads for Sydney-based automotive companies including Renault, LDV and MG till my working period through strategic keyword optimization, backlinks, citations, and content creation.
- Maintain Parramatta MG as top MG seller in NSW for 5 consecutive months.
- Developed and executed a link-building strategy that increased the domain authority from 10 to 18.

Skills and Tools Used

- Proficient in SEO tools like Google Search Console, Google Keyword Planner, Google My Business and Google Analytics."
- Strong analytical skills to interpret data and make informed SEO decisions.
- Effective communication and teamwork skills for cross-departmental collaboration.

Professional Development

- Completed 90 Hours of Digital Marketing Course from Broadway Infosys.

