

# Nagaraj R K

SEO Content Writer / SEO Analyst / Copywriter

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## Professional Summary :

I am a skilled SEO Analyst / Content writer with a knack for business analysis, requirements gathering. My specialty lies in building niche audiences for businesses using Content Marketing & SEO techniques to drive growth and build sustainable traffic consistently.

<u>Content Work</u>	<u>SEO Analysis</u>
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SKILLS				
Google Analytics	Keyword research	User Intent Optimization	Technical optimization	On-Page optimization
Google Search Console	Backlink analysis	Social Media Optimization	Web Analytics	Off-Page SEO
Google Ads	Content Funnel Optimization	Google Trends	Website copy writing	GMB Listing optimization
Ubersuggest/Ahrefs	Case study / Newsletters	Requirement analysis	Stakeholder analysis	SOW writing
MOZ	Pirate Funnel	Competitor Content Analysis	Content Silo (Hubs and spokes)	User Research / Usability testing
Page Speed Insights	Prototyping	A/B Testing	Heatmaps and Analytics	Figma
Make my persona	Answer the public	Yoast SEO	Broken Link Building	Wireframing

# Work Experience

## Kalpita Technologies, Bangalore

SEO Analyst/ Business Analyst | January 2022 - Present

### SEO ANALYSIS

- Leveraged **Featured Snippets** to provide users with a quick answer to their **top of the funnel search terms** related to the brand which improved **CTR to the website by 60% in 3 months**.
- Analyzed the **competitors backlink profile** to find Error / Deleted pages to find backlink opportunities by creating high value pages on the same topics.
- Improved website **dwell time by 60%** by leveraging solid internal linking and content clusters(**Hubs and Spokes Technique**).
- Created content around **People Also Ask For** section to rank for highly relevant long tail keywords.
- Improved CTR to our top of the funnel keywords using **PPC testing**.
- Ranked content in the top SERPS for keywords like “**Digital marketing for small business india**”, “**SEO for educational institutes**”, etc.

### CONTENT WRITING

- Created SEO friendly value driven content for website including for case studies / Product/ Service pages & Blogs.
- Nurtured leads with e-mail campaigns.
- Assisted in creating press releases.

### BUSINESS ANALYSIS

- Worked with upper management/ experts to creating **Project Proposals / SOW's** to generate 10 + US based leads.
- Worked closely with Product Owners, UX design teams and Development teams to improve design standards, CTR's and development feasibility.
- Worked on creating end to end **Business Requirement Documents(BRD)/ Software Documentation for Novus 360**.
- Worked with Client site Product Owners & UX designers to create a intuitive **enrolment member portal** for a US based client. [\[Link\]](#)

## **Marketing Beku, Bangalore**

### **SEO Junior Intern | April 2021- Aug 2021**

- Performed in depth keyword research using tools like Google Auto suggest, Uber suggest, AnswerThePublic, keywords.io, BuzzSumo, QuestionDB, etc.
- Analysed keywords based on Search Volume, Keyword Intent, CPC, SEO Difficulty etc to find a target FOCUS KEY PHRASE that best represents client business objectives.
- Analyzed the SERPs to build the SEO friendly blog / webpage outline using the skyscraper technique.
- Designed attractive web pages with appropriate internal linking to improve user experience and reduce bounce rate.
- Performed backlink analysis to find relevant backlink opportunities using broken link building techniques. Reached out to niche webmasters for backlinks via email.

## **Digital Clicks**

### **Content Writer Intern | Aug 2021 - Dec 2021**

- Analysed niche channels on reddit, quora, facebook, twitter, instagram to find other keyword opportunities.
- Worked on building content silos.
- Built a comprehensive list of potential keywords with special focus on untapped long tail keywords, LSI keywords, content tone, etc.
- Performed On-Page optimizations like title tag, meta description, URL slug, etc.
- Wrote comprehensive, well researched, informative blog posts on various topics like SEO, Digital Marketing, Virtual Reality, etc.

## Projects

1. CHS | Comprehensive Health Care Systems
2. SINA Hospitality
3. CHRMP
4. Ele Oota
5. TeamBUY

## EDUCATION

**St.Joseph's High School, Karwar— *Xth***

Batch of 2012

**Govt. PU College, Karwar— *XIIth***

Batch of 2014

**Sambhram Institute Of Technology,  
Bangalore— *B.E***

Batch of 2021

## LANGUAGES

English | Hindi | Marathi | Konkani |  
Kannada