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I'm really passionate about marketing and always curious about how different brands approach it. My interest in marketing grew when I saw how small changes can make a big difference for a business. This has driven me to learn more about various marketing strategies and their impact.

As an experienced SEO Manager around 6 years of experience in the field, handled websites with more than 5 million monthly traffic. I focus on enhancing website performance through a blend of on-page, off-page, and technical SEO techniques.

I am skilled in utilizing tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, MS Clarity, Screaming Frog etc. Additionally, I have a background in Search Engine Marketing (SEM), allowing for a comprehensive approach to digital strategies.

I have developed multiple websites with various cms, experimenting with SEO and hosting to improve performance, this hands-on experience has allowed me to explore different strategies.

PROFESSIONAL EXPERIENCE

SEO Manager – GetMyUni

Jan 2022 – Present

- Developed and implemented comprehensive SEO strategies, driving organic growth and aligning efforts with business objectives. Improved traffic by 5x across multiple categories.
- Conducted thorough keyword research and monitored and analyzed performance using SEO tools (Google Analytics, Search Console, SEMrush, Ahrefs, Microsoft Clarity), making data-driven decisions to enhance overall website performance.
- Performed site-wide health checks using tools like Screaming Frog to identify crawlability issues, duplicate content, and broken links, ensuring optimal technical SEO health.
- Executed backlink audits to identify toxic links and worked with webmasters to disavow harmful links, and worked for high-quality backlinks to improve domain authority.
- Collaborated with the product and development teams to ensure all technical aspects of the website, such as page speed, mobile optimization, and structured data, aligned with SEO goals.
- Assisted in PPC and SEM initiatives, collaborating with the paid search team to ensure alignment between organic and paid strategies for maximum ROI.

SEO Specialist – GetMyUni

Jan 2020 – Dec 2021

- Researched and implemented new categories, expanding the website's reach and driving additional organic traffic. One such category is bringing 5 Lakhs to 1 Million sessions on monthly basis.
- Implemented localized SEO tactics for specific geographic regions, optimizing for city-specific keywords and improving visibility in local search results.
- Monitored user behavior metrics (bounce rate, session duration) using Google Analytics, Microsoft Clarity to refine strategies for improving engagement and on-site experience.
- Increased mobile and page load speed, optimizing Core Web Vitals (Largest Contentful Paint, First Input Delay, and Cumulative Layout Shift) to boost rankings and user experience.
- Implemented advanced SEO techniques, such as the topical authority approach, improving rankings for high-difficulty and high-volume keywords.

- Led the content marketing team, overseeing the development and execution of comprehensive content strategies to drive organic growth and engagement.
- Guided content creators and editors, ensuring content quality, tone, and structure were optimized for target audiences and SEO best practices.
- Monitored content performance metrics (traffic, engagement, conversions) using Google Analytics and other tools to refine and enhance content strategy.
- Collaborated closely with SEO and social media teams, ensuring content was optimized for both search engines and social media platforms.

Digital Marketing Intern – The College Monk**Aug 2018 – Oct 2018**

- Basic SEO tasks, including keyword research, on-page optimization, and meta tag updates to improve website visibility in search engines.
- Performed competitive keyword analysis using tools like Google Keyword Planner, identifying opportunities for content optimization.
- Monitored website traffic and keyword rankings, using Google Analytics and Search Console to track performance and suggest improvements.
- Assisted in executing basic SEM campaigns, including setting up and managing Google Ads campaigns for increased paid search visibility.
- Conducted ad copywriting for PPC ads, ensuring alignment with target keywords and audience segments to maximize click-through rates.

TECHNICAL EXPERTISE

ON-PAGE SEO

Keyword Research, Content Optimization, Keyword Gap Analysis, Image Optimisation, Featured Snippet Optimisation, Semantic and Topical Authority Optimisation, Linking Strategy, Landing Page Optimisation, Tracking and Analytics.

OFF-PAGE SEO

Backlink Audit, Outreach, Guest Posting, Broken Link Building, Competitor Research, Link Acquisition Strategies, Competitor Analysis

TECHNICAL SEO

Site Audit, Website Crawlability and Indexation, Structured Data Markup, 301 Redirects and 404 Error Management, Robots.txt Optimisation, Canonicalization, Page Speed Optimisation, AMP Optimization, XML Sitemap Management, URL Structure Optimization, Core Web Vitals

SEARCH ENGINE MARKETING (SEM)

Keyword Research and Analysis, Pay-Per-Click (PPC) Campaign Management, Ad Copywriting, Landing Page Optimization, Campaign Budget Management, Search Engine Algorithms, Quality Score Optimization

EDUCATION**Master of Business Administration (MBA)**

Majors: HR Management and Marketing
The Oxford College of Engineering, Bangalore

Bachelor of Computer Application (BCA)

Majors: Computer Applications
RBNMS, First Grade College, Bangalore

TOOLS USED

Google Analytics, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Yoast SEO, GTmetrix, Google Page Speed Insights, Google Tag Manager, Google Ads, Google Keyword Planner, Core Web Vitals, MS Clarity, Scrum

HOBBIES & ACTIVITIES

Blogging, Digital Marketing Meetups, Reading Books, Fitness, Travelling, Movies