

Neha Bansal

Delhi, India | seo.neha.bansal@gmail.com | 9599046365 | [LinkedIn](#) | [SEO Portfolio](#)

SUMMARY

With 4+ years of experience, I drive organic traffic growth by optimizing content, improving rankings, and enhancing website performance, increasing traffic by 115% and conversions by 40% through data-driven strategies and SEO audits. I specialize in identifying content gaps and executing targeted optimizations for measurable results.

Skilled in technical, on-page, and off-page SEO strategy, I collaborate cross-functionally to resolve issues and boost site health. I stay ahead of algorithm updates, refining strategies for sustainable growth, and focus on solving complex SEO challenges to drive long-term results.

SKILLS

SEO & Digital Marketing Skills:

On-Page & Off-Page SEO: Content updating & optimization, keyword research, link building.

Technical SEO: Site audits, Core Web Vitals, performance fixes. Basic Understanding of HTML & CSS.

SEO Tools: Ahrefs, SEMrush, Google Analytics, Screaming Frog.

Reporting & Analysis: Performance tracking, data-driven insights.

Project & Team Management:

Team Leadership: Training and mentoring junior SEO members.

Collaboration: Cross-functional work with content, design, and dev teams.

General Skills:

Content Marketing & WordPress: Content strategy and site optimization.

Communication & Problem Solving: Clear reporting and quick issue resolution.

EXPERIENCE (4.2 Years)

SplashLearn (SEO Associate) - (Starting date - June 2023) (Currently Working)

- **Proven SEO track record:** Increased organic traffic by 115% and conversions by 40% within one year through data-driven SEO strategies and content optimizations, and effective content calendar creation.
- **Improved rankings for high-traffic pages:** Including "Riddles for Kids" (from #25 to top 10) and "Tongue Twisters for Kids" (#1, 17k visits in 16 months).

- Conducted technical SEO audits and Collaborated with developers to boost site health SEO score from 80% to 90%.
- Implemented targeted content optimization and keyword gap analysis, driving improvements in rankings and user engagement.
- Managed and trained a 2-person team, enhancing off-page SEO and link-building performance.

ProProfs - SEO Executive (Mar 2022 - May 2023) (1 yr 3 months)

- **Increased leads by 50% for BigContacts** with targeted SEO strategies.
- **Improved rankings** for key terms like “live chat for Magento” (#6 from #18) and “chatbot for Shopify” (#11).

SEO Executive at Agile Pvt Ltd (March 2021- Feb 2022)

- Conducted SEO audits, on-page optimization, and keyword research to boost site rankings.

I have also worked at Vibes Communications as an SEO Intern from (Jan 2020 - June 2020). I was working on Off-page SEO.

EDUCATION

Digital Marketing Course

Hansraj College - Delhi University

April 2022 to Oct 2022

Bcom – HONOURS

DSPSR, IPU University

DELHI, INDIA

June 2016 to May 2019

CERTIFICATIONS

- Did certification in Google analytics, Content marketing, email marketing, social media marketing, digital marketing.