



VISHAL SOHAL

SEO Consultant

PROFILE

I am a SEO Consultant with 3+ years of experience specializing in static page creation, cricket category management, and event updates at Sportskeeda. Skilled in competitor analysis, keyword research, and optimizing page structure. Proficient in on-page SEO, off-page SEO and Technical SEO. Having complete knowledge of site audit, sitemap, robot.txt and doing content optimization, and using tools like SEMrush and Google Analytics to boost traffic and rankings. Passionate about SEO and improving user engagement.

CONTACT

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[SEO with AI](#)

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Jamshedpur

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CERTIFICATIONS

- Advanced SEO Practical Training (WScubeTech)
- GA4 Certified
- Google Search Console certified

SKILLS

On-Page
Off-Page Optimization
Technical SEO
Adaptability

EDUCATION

- **Post Graduate Diploma in Management, Pune**
International Institute of Management Studies (2021)
- **Bachelor of Commerce (I.T), Mumbai**
Thakur College Of Science and Commerce (2017)

WORK EXPERIENCE

Sportskeeda (SEO Consultant)

Aug 2022 – Present

- Created SEO-friendly static pages for cricket-related content.
- Updated event pages with trending keywords for live cricket events.
- Conducted competitor analysis to improve rankings during IPL, T20.
- Optimized on-page SEO elements like tags, meta, and internal links.
- Used tools like SEMrush & GA to track and refine SEO strategies.

NoBroker Technologies Pvt Ltd (Territory Sales Manager)

Nov 2020 – April 2021

- Boosted Society Automation sales in South Mumbai from 10% to 22%.
- Analyzed customer data to refine workflows, cutting lead time.
- Improved sales cycle efficiency through optimized processes.
- Built strong ties with business partners for market growth.
- Drove adoption of innovative products in strategic territories.

TOOLS

- MS Excel
- CRM Software (WordPress)
- SEMrush
- Google Analytics4
- Google Search Console
- Chatgpt(4.0)
- Canva Pro (Infographics)