



ABHINAV SINGH

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Utilize a focused and outcome-oriented methodology in the role of an SEO Specialist to enhance Digital Marketing effectiveness and achieve measurable success, applying rich experience in the digital marketing landscape to drive impactful strategies and initiatives.



PROFILE SUMMARY

- **Professional Experience:** Results-oriented professional with **over 7 years of experience** in optimizing technical SEO aspects, focusing on on-site audits, technical enhancements, and site performance optimization across multiple industries.
- **Advanced Technical Auditing Skills:** Proficient in using tools like Screaming Frog, SEMrush, Ahrefs, and Google Search Console to perform comprehensive technical audits, identify crawl errors, indexation issues, and site structure inefficiencies.
- **Page Speed Optimization:** Improved website load speed by up to 40% through strategies like image optimization, lazy loading, and addressing render-blocking resources, aligning with Google's Core Web Vitals for better rankings.
- **Schema Markup Implementation:** Skilled in implementing structured data (JSON-LD schema for FAQ, breadcrumbs, products, reviews, etc.) to enhance search result visibility & rich snippet opportunities, driving higher click-through rates (CTR).
- **Mobile Optimization Expertise:** Conducted mobile usability audits, achieving a 95% mobile usability score by improving mobile responsiveness and eliminating issues like intrusive interstitials, ensuring seamless mobile user experiences.
- **Core Web Vitals Improvements:** Expertise in boosting LCP (Largest Contentful Paint), FID (First Input Delay), and CLS (Cumulative Layout Shift) scores, contributing to better user experience and improved rankings.
- **HTTPS and Migration Management:** Led successful HTTPS migrations, domain changes, and website restructures while preserving SEO equity, ensuring smooth transitions without loss of rankings or organic traffic.



WORK EXPERIENCE

Technical SEO

Aug'24 - Dec'24

Vachi Ventures LLP (Loop Digital Marketing Ltd.)

Key Result Areas:

- Conducted in-depth technical audits leveraging advanced tools such as Screaming Frog, Ahrefs, and SEMrush, systematically identifying and rectifying crawl errors, indexation obstacles, and structural inefficiencies to optimize website performance and enhance search engine accessibility.
- Strategically optimized Core Web Vitals by enhancing LCP, FID, and CLS scores, driving substantial improvements in page load times and overall user experience, in alignment with Google's ranking algorithm to boost organic search rankings.
- Implemented cutting-edge JSON-LD schema markup (including FAQ, breadcrumbs, product, and review schemas) to enhance SERP visibility, trigger rich snippets, and increase click-through rates, thereby positioning the site more competitively within search results.
- Executed comprehensive technical optimizations, including the refinement of robots.txt, XML sitemaps, and canonical tags to streamline search engine crawling, improve indexation accuracy, and ensure efficient site navigation, while also resolving issues like duplicate content and JavaScript rendering conflicts.

Highlights:

- Achieved a 30% improvement in organic rankings and reduced bounce rates by successfully implementing Core Web Vitals fixes.
- Achieved a 70% reduction in crawl errors by addressing critical issues such as broken links, duplicate content, and misconfigured redirects, ensuring more efficient search engine crawling and improved site indexation.
- Boosted organic traffic by 50% through strategic technical optimizations and the integration of structured data for enhanced visibility.



CORE COMPETENCIES

Technical SEO Audits

Crawlability & Indexability

Keyword Analysis & Traffic Reporting

On-Page & Off-Page SEO Optimization

Crawl Budget Optimization

Canonicalization & Redirect Management

Duplicate Content Resolution

Social Media Management

Error & Broken Link Resolution

SEO Performance Monitoring & Reporting

Bot Behavior Analysis & Log File Analysis

Page Speed Optimization



EDUCATION

- 2016: B.Tech. (Computer Science and Engineering)
Babu Banarasi Das Northern India Institute of Technology, State Board,



CERTIFICATIONS

- Google Digital Unlocked: The Fundamentals of Digital Marketing
- Google: Google My Business Basics
- SEMRUSH
- BRIGHT LOCAL ACADEMY
- HUBSPOT



SOFT SKILLS

- Adaptability & Determination
- Problem- Solving
- Analytical
- Decisiveness

Key Result Areas:

- Leveraged advanced tools like SEMrush and Ahrefs to conduct comprehensive competitor analysis, uncovering key strengths, weaknesses, and opportunities, and translating these insights into actionable strategies for enhancing SEO performance.
- Formulated and implemented data-driven SEO strategies that significantly improved search engine rankings, optimized website visibility, and contributed to higher organic traffic, ultimately strengthening the brand's digital presence.
- Designed and executed rigorous A/B tests, analyzed key performance data, and identified emerging trends to fine-tune SEO efforts, ensuring continuous optimization and maximizing return on investment (ROI) from SEO campaigns.
- Spearheaded advanced keyword research to pinpoint high-value search terms, targeting user intent and driving both qualified traffic and conversions, resulting in improved engagement and revenue growth.
- Directed and managed comprehensive link-building initiatives, including content creation, article distribution, social bookmarking, and outreach through platforms like Quora and podcasts, to enhance domain authority, improve backlink profiles, & drive organic rankings.

Highlights:

- Achieved a significant increase in organic search traffic within the first quarter of implementing new SEO strategies, driving enhanced client visibility, engagement, and overall online presence.
- Designed and rolled out a comprehensive SEO training program for junior analysts, fostering team development, boosting performance, and promoting a culture of knowledge sharing within the department.
- Led a successful integration of SEO with content marketing initiatives, resulting in a marked increase in lead generation, conversion rates, and overall campaign effectiveness.

SEO Manager
AdsClique Media Private Limited

May'21 - Jul'23

Key Result Areas:

- Developed and executed comprehensive SEO roadmaps, aligning strategic initiatives with business objectives to drive sustainable traffic growth and long-term digital success.
- Led detailed on-page audits and optimizations, ensuring seamless integration of best practices for site structure, content, and user experience, ultimately improving site performance and enhancing SEO rankings.
- Directed targeted keyword research and advanced keyword targeting strategies to capture high-value search terms, optimizing content to match both user intent and business goals, driving significant traffic and conversion improvements.
- Managed end-to-end link-building and outreach campaigns, focusing on acquiring high-quality backlinks to elevate domain authority, enhance organic search visibility, and improve overall search rankings.

Highlights:

- Drove substantial traffic growth through the execution of highly targeted SEO campaigns, enhancing client satisfaction and fostering long-term client retention through measurable results.
- Designed and implemented a comprehensive SEO playbook, standardizing processes and best practices across the team, leading to improved operational efficiency and elevated campaign effectiveness.
- Spearheaded SEO strategies that not only generated significant traffic increases but also mentored and developed team talent, fostering a culture of growth through targeted training and knowledge sharing.

SEO ANALYST
Virtuvian Ventures Private Limited

Jun'17 - May'21

Key Result Areas:

- Devised and executed comprehensive SEO campaigns designed to enhance organic traffic, drive higher search engine rankings, and improve overall site performance, contributing to long-term digital success.
- Conducted meticulous keyword research and competitive analysis to uncover high-value keywords, strategically informing content development and optimizing website visibility across search engine results.
- Led on-page optimization efforts by performing in-depth site audits using Screaming Frog, ensuring site architecture was fully optimized for search engine crawlers and enhancing user experience for improved rankings.
- Directed impactful off-page SEO initiatives, including advanced backlink-building strategies through content creation, guest blogging, and social bookmarking, which strengthened domain authority and boosted organic rankings across competitive markets.

PERSONAL DETAILS

Address : Lucknow – 226010, Uttar Pradesh
Date of Birth : 6th February 1993
Languages Known: : English, Hindi