

# Abhishek Aggarwal

## SEO Specialist

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### Career Objective :

Experienced SEO Manager with a proven track record of driving organic traffic growth, improving search engine rankings, and implementing effective SEO strategies. Adept at conducting thorough keyword research, optimizing on-page and technical elements, and utilizing data-driven insights to enhance website performance.



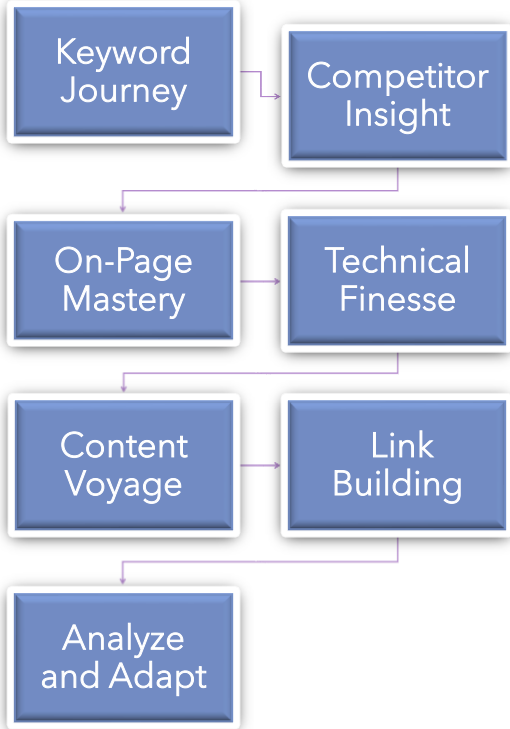
### PROFESSIONAL EXPERIENCE

#### SEO Team Lead 2021 – Present RankingBySEO



- Developed and executed comprehensive SEO strategies resulting in a 40% increase in organic traffic within the first six months.
- Utilized Google Tag Manager to efficiently manage tracking codes, streamline analytics implementation, and improve data accuracy.
- Conducted in-depth keyword research to identify high-impact opportunities, leading to a 25% growth in top-ranking keywords.
- Managed on-page optimization efforts, including meta tag optimization, content enhancement, and internal linking, resulting in improved user engagement metrics and higher search rankings.
- Collaborated closely with content creators to align content development with SEO goals, resulting in a 50% increase in average time spent on page.
- Implemented technical SEO improvements, resulting in a 30% decrease in website load times and improved mobile responsiveness.
- Led successful link-building campaigns, securing high-quality backlinks from authoritative websites and contributing to a 20% increase in domain authority.

As SEO Manager the journey to elevate rankings and drive organic traffic.



**SEO Manager**  
2020 – 2021  
MSM Unify

- Conducted detailed site audits to identify technical SEO issues and recommended solutions, resulting in a 15% increase in overall site performance.
- Executed on-page optimization efforts, including optimizing meta tags, headers, and content, resulting in a 10% improvement in click-through rates.
- Managed local SEO efforts for clients, improving visibility in local search results and increasing foot traffic to brick-and-mortar locations.
- Collaborated with the web development team to implement schema markup and structured data, enhancing the appearance of search results and improving click-through rates.
- Assisted in the creation of engaging and keyword-targeted content that contributed to a 25% increase in organic traffic.

**SEO Specialist**  
2019 – 2020  
Imprint5

- Managed SEO initiatives, resulting in a 50% increase in organic traffic and a 15% improvement in overall search engine rankings.
- Conducted comprehensive keyword research and analysis, identifying long-tail keywords that led to a 30% increase in organic traffic from niche search queries.
- Collaborated with the web development team to implement technical SEO improvements, resulting in a 25% reduction in page load times and improved mobile-friendliness.
- Led outreach campaigns to secure high-quality backlinks from industry-relevant websites, enhancing domain authority by 15%.

**Digital Marketing Specialist**  
2018 – 2019  
Rocketfish Ltd



- Assisted SEO team with keyword research, on-page optimization, and content creation, contributing to a 20% increase in organic traffic during the internship period.
- Gained hands-on experience in Google Analytics and Google Search Console, analyzing data to identify opportunities for improving website performance.
- Collaborated with team members to update and optimize meta tags and headings across the website, resulting in improved click-through rates.

## Digital Consultant

2014 – 2018

Royal Cyber Inc.

## Web Analytics Specialist

2010 – 2014

IBM

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### EDUCATION & CERTIFICATION

#### B. TECH

#### In Computer Science

- ❖ Certified SEO by Hubspot Academy.
- ❖ Certified SEO by Google Analytics Academy.
- ❖ Certified Inbound Certification by HubSpot Academy
- ❖ Google Analytics Certification
- ❖ Google Ads Certification
- ❖ Google Tag Manager Fundamentals

Skills & Expertise

Keyword Research

On Page Optimisation

Technical SEO

Team Management & Communication

CMS Proficiency & Content Strategy

SEO Tools eg. SEMrush, Moz, Ahrefs

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### PERSONAL DOSSIER:

Date of Birth: 5th October 1983

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### LANGUAGE PROFICIENCY

English ★★★★★

Hindi ★★★★★