

PRASHANT VERMA

Noida, India

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Total Experience: 6 Years 7 Months

Role: SEO Specialist

PROFESSIONAL SUMMARY

SEO Specialist with 6+ years of hands-on experience in technical SEO, content strategy, organic growth optimization, and conversion-focused performance improvements. Skilled in conducting SEO audits, keyword research, landing page optimization, structured data implementation, YouTube SEO, podcast SEO, and Answer Engine Optimization (AEO) for Featured Snippets and People Also Ask results. Proficient in Google Search Console, GA4, Semrush, Ahrefs, Screaming Frog, Microsoft Clarity, Looker Studio, and Google Tag Manager. Experienced in collaborating with product, design, development, and marketing teams to enhance search visibility, user experience, and conversion outcomes. Currently managing end-to-end SEO strategy and content operations at IT By Design.

CORE SKILLS

- Technical SEO & Site Architecture
- On-Page Optimization & Content Structuring
- Answer Engine Optimization (AEO) & Featured Snippet Targeting
- Topic Clustering & Content Strategy
- Link Acquisition & Authority Growth
- Landing Page Optimization & CRO
- Core Web Vitals & Page Performance Improvements
- YouTube SEO & Podcast SEO
- Google Tag Manager (GTM) & Conversion Event Tracking
- Programmatic & Regional SEO
- Data Analytics, Reporting & KPI-Based Optimization

- AI, NLP & SERP Intent-Based Content Optimization

Tools:

GSC, GA4, Semrush, Ahrefs, Screaming Frog, Ubersuggest, BuzzSumo, Microsoft Clarity, Looker Studio, GTM, CMS Platforms

PROFESSIONAL EXPERIENCE

SEO Specialist

IT By Design (itbd.net) | **June 2025 – Present**

- Lead the full organic SEO strategy to enhance visibility, rankings, and inbound opportunities.
- Develop and manage blog content roadmap based on topic clustering and keyword intent.
- Optimize YouTube content through metadata, titles, tags, and competitive research.
- Plan SEO-aligned podcast content topics to grow brand awareness and discoverability.
- Execute landing page optimization to improve search positioning and lead conversion rate.
- Perform technical SEO monitoring, indexing management, and site health diagnostics.
- Implement GTM-based tracking setups for behavioral and performance measurement.

Senior SEO Associate

University Living Accommodation Pvt Ltd | **Sep 2022 – May 2025**

<https://www.universityliving.com/>

- Directed SEO initiatives to drive organic visibility and student accommodation conversions across multiple geographies.
- Conducted SEO audits, resolved crawl errors, and improved Core Web Vitals metrics.
- Optimized content using SERP intent analysis and NLP-based keyword relevance modeling.
- Managed GTM conversion tracking and funnel behavior reporting.
- Utilized Microsoft Clarity and CleverTap data to enhance UX and reduce abandonment.

- Strengthened regional SEO ecosystem for Canada-specific accommodation searches.

SEO Analyst

Bigfat Businesses Pvt Ltd | **Dec 2020 – Sep 2022**

Project: HonestBroker.in

- Developed SEO roadmap aligned with traffic and conversion growth targets.
- Executed keyword research, metadata improvements, and internal linking enhancements.
- Addressed indexing, pagination, canonical, and speed optimization issues.
- Implemented structured link-building initiatives to improve domain authority.
- Performed CRO experiments using heatmaps and user behavior recordings.

SEO Executive

SEO Discovery Pvt Ltd | **Apr 2017 – Jul 2018**

- Managed on-page and off-page SEO activities for international US/UK-based clients.
- Executed link-building campaigns and content optimization workflows.
- Prepared performance reports and SERP ranking dashboards.

EDUCATION

Bachelor of Computer Applications (BCA) — Kurukshetra University

12th (Non-Medical) — HBSE Bhiwani, 2013 — 60%

10th — HBSE Bhiwani, 2011 — 62.3%

INTERESTS

Competitive Badminton (State Level) | Motorcycle Touring & Travel Exploration

Contact Details

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