

Aravind Talabattula

SEO SPECIALIST

Contact

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Professional Summary

SEO Specialist with 5+ years of experience in technical SEO, on-page & off-page optimization, and AI-driven content strategy. Proven record of delivering 120%+ organic traffic growth, improving Core Web Vitals, and driving higher search rankings for competitive niches. Skilled in GA4, GSC, SEMrush, Ahrefs, Screaming Frog, Surfer AI, GTM, and Looker Studio. Strong expertise in keyword strategy, link building, and topical authority development.

Key Skills

Technical SEO Site Audits, Schema Markup, Core Web Vitals, Redirects, Fixing Broken Links.

On-Page Keyword Research, Content Optimization, Internal Linking, E-E-A-T Compliance.

Off-page SEO Backlink Strategy, Competitor Analysis, Authority Building.

Tools GA4, GSC, Looker Studio, GTM, SEMrush, Ahrefs, Screaming Frog, Surfer AI, HubSpot.

Additional AI-assisted SEO, Content Gap Analysis, SEO Automation, CRO Insights.

Work Experience

SEO SPECIALIST | 2022 - present

Omics International Pvt.Ltd

- Led a team of digital marketing specialists, driving SEO campaigns for international domains.
- Boosted organic traffic by 120% in 3 months through keyword optimization and content strategy.
- Improved Core Web Vitals by optimizing site speed and reducing load times by 40%.
- Designed backlink acquisition campaigns, building high-authority links.
- Implemented AI-driven SEO automation tools, streamlining reporting and campaign tracking.

SEO Executive | 2021 - 2022

Sunrise Marine Services

- Performed end-to-end SEO across product categories.
- Boosted rankings with technical audits, structured data, and schema markup.
- Analyzed traffic insights with GA & GSC, , delivering CRO recommendations.

Digital Marketing Executive| 2019 - 2021

Paytm Payments Bank

- Monitored traffic insights with GA & GSC, providing CRO recommendations.
- Executed Google Ads campaigns and optimized targeting, improving ROI by 25%.
- Launched and managed digital campaigns across SEO, PPC, and email, increasing customer acquisition and engagement.

Key Projects

Conference SEO Project

Drove 120% traffic growth in 3 months with targeted keyword research, AI-assisted content, and backlink outreach.

Core Web Vitals Optimization

Improved site performance scores, enhancing user experience and search rankings.

AI-assisted SEO

Implemented Surfer AI and automation tools to streamline keyword mapping and content audits.

Achievements

- Increased organic impressions by 130% using AI-driven optimization.
- Improved site speed and UX, boosting engagement rates.
- Identified high-ROI keywords that drove conversions and improved rankings.
- Delivered measurable growth across B2B and B2C domains.

Education

B.Tech – Electrical & Electronics Engineering, Lendi Institute of Engineering & Technology | 2015 – 2019

Certifications

- Google Analytics 4 (Google)
- Google Ads Search Certification (Google)
- SEMrush SEO Crash Course (Semrush Academy)
- SEO Certification (HubSpot)