

# SAHIL BATRA

## Senior SEO Executive

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## Profile Summary

Highly effective Search Engine Optimization with over 3.5 years of experience in developing, implementing, and continually optimizing SEO strategies for lead generation websites. I have worked on a wide range of SEO, Tech and Travels Leads Projects using white hat techniques. Proven track record in increasing organic search traffic by up to 100%, revenue by up to 50%, and website authority by up to 50%. Offering an array of skills in competitive analysis, trend analysis, mentoring leadership, performance monitoring and technical SEO optimization. One of my biggest achievements was boosting an organic traffic by 30% within six months.

## Professional Experience

### SEO Specialist Team Lead

11/2022 – Present

IGIDIGI PVT LTD

- Managed a team of SEO specialists and analysts to improve website performance metrics, resulting in a 40% increase in organic search traffic within six months.
- Monitored and analyzed website analytics to identify trends and opportunities resulting in a 15% increase in keyword rankings and a 10% increase in click-through rates.
- Developed and implemented a link building strategy that resulted in a 50% increase in website authority and a 20% increase in referral traffic.
- Committed to staying updated with the latest trends and algorithms in the SEO field.
- Successfully trained SEO writers for FAQs, keyword density and various writing patterns.

### SEO Executive

03/2021 to 04/2022

YMA Tech Solution

- Utilized Diverse Off-Page Activities (blogs, classifieds, PDFs, PPTs, images, infographics) for Effective Link Building.
- Conducted SEO Audit, optimizing On-Page and Technical SEO to boost website performance and search engine rankings.

- Enhanced Content Strategy with Country-Specific Keyword Research, Crafting a New Blog Outline Structure for Improved Engagement and Performance.
- Managed daily on-page elements: title, meta, keywords, tags, and more.
- Conducted keyword research, identifying primary, secondary, and LSI keywords.
- Tracked, reported, and analyzed weekly SEO audits and keyword ranks for global regions.
- Conduct Daily Traffic Monitoring in Google Analytics 4.

SEO Executive

05/2022 to 10/2022

Calro Infotech

- Applied On-Page and Off-Page optimization for Wordpress, Blogger.
- Executed link-building via social bookmarking, comments, submissions, and business listings.
- Implemented SEO best practices, resulting in improved search engine rankings.
- Used tools like Ahrefs, SEMrush, Google Analytics 4 and Search Console to track and report on website performance.
- Managed a handling client for overall digital marketing strategies involving SEO, SMO, Landing Page Optimisation, Link-building, Content Management etc.

## Core Skills

- SEO Best Practices
  - Keyword Research
  - Trend Analysis
  - Off-Page Activities
  - On Page Optimisation
- Local SEO
  - Team Management
  - Using Semrush, Ahrefs etc.
  - Social Media Marketing
  - Manage Cpanel and Database
- Competitor Analysis
  - ChatGPT
  - Report Generation
  - Database Management
  - Content Creation

## Education

- **BBA (Bachelor of Business Administration)**  
Guru Nanak Dev University, Jalandhar, Punjab
  - **Intermediate**  
Govt. Model Senior Secondary School, Jalandhar
  - **High School**  
Govt. Model Senior Secondary School, Jalandhar

2018–2021

2018

2016