

# KARTIK SEETHA

Search Engine Optimization Expert | Google Ads Campaign Specialist| Expertise in Wordpress |  
SEO Specialist with Strategic Insight

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**Digital Marketing Professional** with over 2+ years of hands-on experience in **SEO**, **WordPress**, and **Google Ads**. Expertise in developing and implementing high-impact **SEO** strategies, optimizing **on-page**, **off-page**, and **technical SEO** elements to enhance search engine rankings and drive organic traffic. Proficient in creating engaging web stories using WordPress, writing compelling articles, and performing detailed **keyword research**. Skilled in analyzing **meta descriptions** and **tags** to improve website visibility and performance. Proven track record in managing successful Google Ads campaigns and consistently achieving KPIs. Passionate about leveraging digital marketing expertise to elevate online presence and achieve business goals.

## PROFESSIONAL EXPERIENCES

### 1. **White Globe Web** | Bangalore, India, (May 2024 – Present)

#### **Search Engine Optimization Expert:**

- Crafted and executed SEO plans to enhance visibility and drive organic traffic.
- By doing On-PageSEO - I Enhanced website elements including **title tags**, **meta descriptions**, **header tags**, and **internal linking**. Utilized tools like **Yoast SEO** and **Moz** for detailed on-page analysis.
- Update the existing content to targeted keywords, Add internal links to related pages on the site
- In Off-PageSEO - Conducted link-building campaigns, managed online reputation, and engaged in guest blogging to strengthen domain authority.
- Working as a Technical SEO - Analyze addressed site speed, mobile-friendliness, and crawl errors with tools like **Screaming Frog** and **Google Search Console**.
- I check the robot.Txt file to make sure to not block important pages.
- I use plugins like shortpixel to compress images, I have set up CDN like cloudflare to serve content faster.

### 2. **U VISIBLE** | Indore, India, (August 2023 – April 2024)

#### **Google Ads Campaign Specialist - Search Ads\Display Ads\Video Ads:**

- Developed and managed targeted **Google Ads** campaigns across search and display networks.
- Implement and adjust bid strategies and manage campaign budgets effectively to maximize ROI and ensure cost-efficiency.
- Crafted compelling ad copy, designed eye-catching display ads, search ads and conducted A/B testing to enhance ad performance.
- Conducted in-depth keyword research and utilized audience targeting options to reach the most relevant users.
- Track key metrics such as CTR, CPC, and conversion rates using **Google Ads reporting** and **Google Analytics**.
- Collaborate with design and development teams to ensure landing pages are optimized for conversions, user experience, and alignment with ad messaging.

### 3. **PURPLE BOAT** | Pune/Dubai, (May 2022 – June 2023)

#### **WordPress Expert:**

- Created and customized responsive websites using **WordPress** and **Elementor**, ensuring visually appealing and user-friendly design
- I developed and optimized web content, including articles and web stories, aligning with SEO best practices.
- Utilized **Yoast SEO** and **Rank Math** to enhance on-page SEO and improve search engine rankings.
- Customized **WordPress** themes and plugins, including **Divi**, **Astra**, and **GeneratePress**, I have met specific client requirements.
- Improved site performance and security with **image compression**, **lazy loading**, add plugins like **Wordfence**.
- I have developed and managed **WooCommerce** stores, integrating payment gateways, managing products, and optimizing the shopping experience.

#### 4. **SAMPOORNA** | Indore, India, (Feb 2021 – March 2022)

##### **Search Engine Optimization Analyst:**

- Optimized product categories using **SEMrush** and **Ahrefs**, increasing organic traffic by 25%.
- Improved SEO for 90+ product pages, enhancing **title tags**, **meta descriptions**, and **header tags**, boosting search rankings.
- Conducted audits to fix site speed and crawl errors, reducing load times by 30% and enhancing user engagement.
- Developed SEO-focused content, driving organic traffic and improving conversion rates.
- Led campaigns to boost domain authority and search rankings through strategic link-building efforts.
- Used **Google Analytics** and **Search Console** for performance tracking, optimizing ecommerce conversions.
- Conducted A/B testing on key landing pages and meta descriptions, resulting in a 15% increase in conversion rates by identifying the most effective SEO practices.

##### **SEO Specialist with Strategic Insight:**

As an SEO Specialist with Strategic Insight, I bring a wealth of experience in driving digital growth through targeted SEO strategies. My approach combines deep analytical skills with a strong understanding of digital marketing principles to enhance website visibility and performance. Utilizing advanced tools such as SEMrush, Google Analytics, and Ahrefs, I craft and implement data-driven SEO strategies that align with broader marketing objectives. My expertise ensures improved organic traffic, higher search rankings, and a cohesive digital presence, effectively supporting and advancing business goals.

#### **PERSONAL WORKS**

##### **FREELANCING DIGITAL MARKETING** | (Aug. 2023 – May 2024)

- Spearheaded an SEO project for a niche e-commerce site, achieving a 35% increase in organic traffic through advanced keyword strategies and competitive analysis.
- Led a project to revamp product listings and designs for a merchandise store, boosting sales by 25% through SEO-optimized content and compelling graphic design.
- Executed a comprehensive content strategy for a client's blog, enhancing SEO and user engagement, resulting in a 20% increase in conversion rates.
- Managed a successful digital campaign for a new product launch, utilizing data analytics to drive targeted traffic and maximize ROI.

##### **Freelance SEO Specialist** | (Mar. 2021 – Aug. 2021)

- Increased organic traffic by 30% for a tech startup through advanced keyword optimization and competitive analysis.
- Boosted organic traffic by 50% and conversions by 35% for a fashion e-commerce site with comprehensive SEO and technical enhancements.
- Conducted A/B testing to optimize content performance and refine marketing strategies based on analytics.
- Enhanced search visibility by 40% for an online education platform with optimized course descriptions and blog posts.
- Reduced bounce rates by 25% and improved user experience for a real estate site with technical SEO improvements.

#### **ABOUT ME**

##### **EDUCATION** | (July 2021 - May 2024)

**SYMBIOSIS University of Applied Sciences, Indore, India.**

Bachelors in BA, Digital Media and Marketing.

Score: 8.0 CGPA.

**SKILLS | Certifications & Training** - 4 Months Course for SEO, Digital Marketing, Certified SEMrush Course, Certified Google Ads, Certified, SEMrush SEO Specialist.

- **Technical Tools** **SEO Tools:** SEMrush, Ahrefs, Google Search Console, Moz, Yoast SEO
- **WordPress Tools:** Elementor, Yoast SEO, WP Rocket, WooCommerce, Akismet
- **PM Tools:** Trello, Microsoft Projects, Smartsheet
- **Design & Content Creation Tools:** Canva, Adobe Illustrator, Adobe Creative Cloud, Mailchimp, Buffer