

**MOHIT SAINI**

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## Summary

I am a result-driven SEO Specialist with three years of experience driving organic website traffic for significant brands. Currently optimizing Medanta Hospital, I love learning about Google's search algorithms and joining webinars related to organic growth.

**Area of Interest:** Healthcare Marketing, Product Marketing and Publishing.

**Digital Refresh Networks Pvt. Ltd.**

**SEO Executive**

Gurugram

June 2023 – Till Date

Work individually on client account and i am responsible for end-to-end organic growth, SEO & content marketing strategies. Currently managing a team of 2 persons.

## Achievements:

- Increased Click by **39.32%** in 6 months (from **424K** to 591K Clicks). The Average CTR increased from **2.9%** to **5.4%**.
- Increased organic keyword by **3600** to **5300** in 6 months.
- (Successfully managed website migration during this 6-months period)

**Key Strategy:** Implemented a comprehensive SEO strategy that included:

- **Keyword research and optimization:** Identified high-volume, relevant keywords that potential customers are searching. Optimized website content and Meta descriptions to target these keywords.
- **Technical SEO audit and improvements:** Conducted a technical SEO audit to identify and fix website issues for improve search engine visibility. This included optimizing page speed, mobile- friendliness, thin content pages, internal broken links, duplicacy content & Meta, crawl budget, 404 Errors, 301 and 302 errors, and website structure.
- **Content marketing strategy:** Developed and implemented a content marketing strategy that created high-quality, informative content relevant to Medanta target audience and was optimized for users' intent.

- **Local SEO** – Creation Google My Business for each doctor and optimization, to enhance local search visibility and drive organic traffic growth. ( Currently managed 800+ GBP profiles)
- **Link building:** Built high-quality backlinks to Medanta website from reputable websites.
- **New Pages Creation-** Create a new pages like Treatment, disease, technology and pillar pages for target a broad audience.

**Challenge:** Increase organic traffic, beat competitors or third-party review sites like Fortis, Max healthcare, and Artemis hospitals on SERP, and improve click-through rates (CTR) for Medanta website.

#### Others -

- Working on International Targeting & Optimize website in subdirectories & subfolders.
- I have strong skills in tracking and consolidating data to ensure accuracy and effective analysis.
- Tracked daily data and compared with previous days to identify trends and drive continuous improvement.
- Participate in other marketing strategies like Advertisement, Email, and & Market Research
- Tools I Used in Medanta: Google Analytics 4, Ahrefs, Google Search Console, Screaming frog, Chat GPT, Google Keyword Planner, Keywordtool.io.
- Conducted weekly client meetings to assess satisfaction levels, gather feedback, and identify opportunities for improvement.

#### Frazile

#### SEO Executive

NSP (New Delhi) Onsite

#### July 2022 – June 2023

Create and implement International SEO strategies (on-page & technical site audit & content marketing) based on in-depth research and analysis, actively measure results on a daily basis also keeping in mind key performance indicators (bounce rate, page views, CTR, Queries, etc.)

Perform keyword research to optimize existing content uncover new opportunities and Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages

Experience in page template optimization, site structure optimization, content optimization

Maintain search engine monitoring programs (XML sitemaps, webmaster tools) to provide project issues and coverage information

Develop and implement Link Building Activities - Build Relationships with Blog Owners for Monthly and weekly content contributors, Guest Blogging, Infographics Submission, Content Syndication research, and analyze competitor advertising links.

**Working Tools:** Screaming Frog, Ahrefs, Semrush, Google Search Console, Keywordtool.io, Universal Analytics.

**Assign Project** (Salterelectric.com, Classiebit.com, Kajariaply.com)

## **Mirth Media Group**

### **SEO Executive**

Gurugram

July 2021 – July 2022

Hired as the SEO intern for the project of Mussoorie International School, I am responsible for organic traffic growth. Doing off page and On page for this project and improved website visibility on SERP. After 3 months, I was promoted to SEO Executive and managing SEO strategies for clients such as Whytefarms, Platinum Evara.

### **Achievement-**

- Grow Organic Traffic by **43%** in 6 months.
- Improved SERP Visibility for Whytefarms, Mussoorie International School and Platinum Evara.

### **What We Do-**

#### **Key Strategy:**

- Identified missing content gaps using SEO tools, then crafted briefs to fill the gaps and keep users engaged.
- Optimized under-performing landing pages and optimized it according to E.E.A.T.
- Researched trending topics in for each brand and creating briefs for fresh content that grabbed user attention.
- Built a strategic content structure using the Hub and Spoke model, connecting broad topics to specific user needs.

- Optimizing landing pages to appear on google discover that includes creating high-quality, informative content that catches user intent and search behavior.

### **Technical Fixes:**

- **Optimizing website speed**, compressing heavy images, using height and width attributes to tackle core web vitals issues and this will help us to achieve better user experience.
- **Crawl Budget Optimization:** Optimized the website's crawl budget by minimizing crawl waste. This involved:
- **Fixing Redirects:** Identified and fixed 3XX redirects (like 301 and 302 redirects) to avoid confusing search engines and wasting crawl budget on unnecessary paths.
- **Addressing 4XX Errors:** Minimized 4XX errors (like 404 "Page Not Found" errors) by fixing broken links and ensuring all valid pages are crawlable. This prevents search engines from wasting resources on non-existent pages.

### **Additional-**

- Collaborating with Content, Design, and Development Teams to get SEO requirements done on time.
- Tools that help me to scale the growth: (Ahrefs, Screaming frog, Rank Watch, Google Analytics & Search Console)
- Skills that helped me to grow my project (Content Marketing, SEO, Brand Monitoring, Internal communication with other internal teams, and Project Management).

### **Professional Skills**

- SEO
- Google Ads
- Content Marketing
- Data Analysis & Reporting
- Local SEO
- Product Marketing
- Team Management
- Web Analytics
- WordPress

### **Hobbies and Activities:**

- Explore to learn new online marketing tips.
- Hungry to learn about new technologies in marketing.

## **Personal Skills**

- Multi-Tasking
- Time management
- Fast Learner
- Motivated
- Creating Strategies

## **Tools Knowledge**

- Ahrefs Site Explorer
- Semrush
- Woo Rank
- Keyword IO Tool
- Screaming Frog SEO Spider Tool
- Google Page Speed Insights
- Moz Toolbar
- SEOquake Tool
- Google Tag Manager

## **Education:**

- BA Programme from the Delhi University (SOL)
- Digital Marketing Certification from Digiperform

## **Other Information:**

- Nationality: Indian
- Languages: English & Hindi