

DHEERAJ DANI

SEO, AEO, GEO, AIO, LLMO, LEO,

@ dheerajdani@live.com

+91- 9462659169

Jaipur, India

in <https://www.linkedin.com/in/dheerajdani/>



EXPERIENCE - 12 YEARS

Freelance SEO Consultant

SaaS and eCommerce Clients

April 2024 – present

Jaipur

- Delivering full-suite SEO services to global SaaS and eCommerce brands
- Leveraging AI tools (ChatGPT, Perplexity, Gemini) for keyword research, topical clustering, and competitor analysis
- Increased organic traffic by an average of 10–20% MoM; scaled one eCom client from 10K to 30K organic sessions/month in 5 months
- Implemented structured data, site audits, and technical fixes improving Core Web Vitals and SERP visibility
- Created AI-assisted content strategies, and ensured brand presence across emerging AI platforms and search experiences

Sr. SEO Manager

Kommunicate

July 2022 – March 2024

Bangalore

- Business Pages: Improved organic traffic by 203% in 1.5 years on core product pages
- Blog Section: Gave 83% growth in organic traffic on website blogs
- Keywords: 157% growth of keyword on top 10 results of Google 193 to 494
- MQL Leads: 205% Leads growth in 1.5 years.
- Monitor Overall SEO Growth to reach ORG level Goals
- Moved DR from 75 to 76 and DA from 39 to 42

Assistant Marketing Manager

Aegon Life

April 2021 – July 2022

Jaipur-WFA

- Improved organic traffic by 50% in 1 year.
- Added 100 new keywords in top 20 positions.
- Improved 20 keywords in top 10.
- Planned, Managed and Delivered Complete site migration.

SEO Manager

AdGlobal360

Oct 2019 – April 2021

Jaipur

SEO Manager

TransFunnel

Sep 2018 – Sep 2019

Jaipur & Bangalore

SEO Manager

MRM//McCann

Sep 2017 – August 2018

New Delhi, India

TECHNICAL SKILLS

- **Google SEO Tools** : Page Speed Test, Structure Data Test, Mobile Friendly Test, Amp Test, Mobile Website Speed Test, Google Keyword Planner, Google Analytics, Google Search Console
- **Paid SEO Tools**: Ahref, SEMRUSH, Screaming Frog, Rankwatch
- **Free Seo Tools**: Moz, SEO Quack Alexa, Raven, Rank tracker, HubSpot, Majestic, Webpagetest.org
- **On-page Optimization**: Favicon, URL Structure, Site Navigation, All Meta Tags, Content, Interlinking, Broken Links, Sitemap, Robots, Keyword Density
- **Off-Page Optimization**: Indirect site content syndication, Competitor Links Analysis, Influencer Marketing
- Social Media Backlinking

STRENGTHS

Hard-working

Persuasive

Motivator & Leader

Decision making

Strategic thinking

Inquisitive Learner

EDUCATION

B.Tech in Computer Science Engineering

R.T.U., VIT Jaipur

Jul 2010 – June 2014

CERTIFICATIONS

- Blue Array SEO Manager Certified
- Google Digital Unlocked
- Google Ads Certified
- Hubspot Social Media Certified
- Hubspot Sales Software Certified
- Semrush Backlink Management
- Digital Marketing Certification Program, UpGrad
- Digital Marketing Certified from SoMe Academy