

Priya Garg

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Professional Summary

Senior SEO Associate with 3.8 years of experience in digital marketing, specializing in developing and executing comprehensive SEO strategies to drive organic traffic, boost search engine rankings, and maximize brand visibility. Proven expertise in managing full-cycle SEO initiatives, including advanced keyword research, technical SEO audits, on-page optimization, and authority-building link strategies. Adept at collaborating with cross-functional teams to strengthen digital presence and deliver measurable performance growth.

Roles and Responsibility

Designed and implemented end-to-end SEO strategies aligned with overall business objectives.

- Performed comprehensive keyword research to identify high-value opportunities.
- Conducted regular SEO audits to uncover growth potential and technical improvements.
- Optimized website structure, meta tags, content, URLs, and internal linking for improved crawlability and indexation.
- Identified and resolved technical SEO issues in collaboration with development teams.
- Led link-building initiatives by acquiring high-quality backlinks from authoritative sources.
- Partnered with content and marketing teams to deliver keyword-focused, search-optimized content.
- Monitored, analyzed, and reported SEO performance through tools such as Google Analytics, SEMrush, and Ahrefs.
- Stayed current with evolving SEO trends, algorithm updates, and industry best practices.
- Conducted competitor analysis and benchmarking to refine strategy and maintain a competitive edge.

Skills & Tools

- **SEO Tools:** Google Analytics, Google Search Console, SEMrush, and Ahrefs, Moz, Keyword Planner, Uber-suggest, Google Trends, Yoast SEO / Rank Math (WordPress), Screaming Frog, Majestic SEO, Canva.
- **SEO Skills:** On-Page SEO, Off Page SEO, Keyword Research Technical SEO & Site Audits, Content Optimization, Local SEO, International SEO.

Professional Experience

Senior Associate – SEO

Jul '24 - Present

University Living Accommodation Pvt. Ltd. | Noida, India

- Led SEO strategy for Australia & Ireland, achieving 65% traffic growth.
- Ranked 150+ competitive keywords on Google's serp 1st page.
- Improved DA 23- 41 via link-building & partnerships.
- Conducted technical audits (crawl, indexing, structure) with Screaming Frog & SEMrush.
- Collaborated with content, product, and marketing teams for global campaigns.

SEO Executive

Apr '22 - Jul '24

University Living Accommodation Pvt. Ltd. | Noida, India

- Supervised SEO campaigns for Canada & UK markets, driving a 40% increase in organic traffic and ranking 34+ high-volume keywords on Google's first page within 6 months.
- Executed on-page & off-page strategies, competitor analysis, keyword mapping.
- Created and executed backlink acquisition strategies that generated 100+ high-quality backlinks from DA 41+ domains, strengthening site authority and visibility. And also prepared and presented monthly SEO reports.

SEO Intern

Feb '22 - Apr '22

University Living Accommodation Pvt. Ltd. | Noida, India

- Assisted 189 keyword with international SEO campaigns for Canada & Europe.
- Supported keyword research, content optimization, and outreach.

Education

MCA

Jan '20

Jabalpur Engineering College, RGPV | Jabalpur(M.P)

BCA

Jan '17

MCRP | Jabalpur

Additional Info

Languages: Hindi, English

Global Reach: SEO growth across Canada, UK, Australia, Ireland, Europe

