ABHISHEK DWIVEDI

Senior SEO Lead · Technical SEO · On-Page & Site Architecture · Organic Growth · Team Leadership

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PROFESSIONAL SUMMARY

Senior SEO lead with 7 years in technical SEO, on-page optimization and organic growth, currently running search across a 12+ brand portfolio spanning B2B SaaS, banking, consumer technology, D2C and retail. Owns the technical foundation end to end — site architecture, crawlability, indexation, structured data, internal linking and page speed — alongside keyword research, competitor and content gap analysis, and the editorial calendar that sits on top of it. Leads an 8-person content, technical SEO and off-page team, manages client and stakeholder communication directly, and reports organic performance in GA4, Google Search Console and CRM terms up to MQL, SQL and pipeline contribution. Also runs an Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) programme that wins Position Zero and citations in Google AI Overviews and LLM answers.

CORE COMPETENCIES

Technical SEO & Site Audits · Crawlability, Indexation & Log Analysis · Site Architecture & Internal Linking · Page Speed & Core Web Vitals · On-Page & Metadata Optimization · Keyword Research & Gap Analysis · Competitor Analysis · Search Intent & Funnel Stage Mapping · Structured Data & Schema Markup · Entity-Based & Semantic SEO · Content Strategy & Editorial Calendars · Content Refresh & Optimization · Digital PR & Backlink Acquisition · GA4, GSC & CRM Attribution · Team Leadership & Client Communication · Answer Engine Optimization (AEO) · Generative Engine Optimization (GEO) · Featured Snippets & AI Overviews

PROFESSIONAL EXPERIENCE

Senior SEO Lead, Content & Organic Growth · Garage Collective, Noida, India · Jan 2025 – Present

Search lead for a 12+ brand portfolio, including Toshiba, Utkarsh Small Finance Bank, MoneyGence (B2B accounting software), Ujjwala, Kaayu Rituals and Caprese

- Lead an 8-person content, technical SEO and off-page team, owning workload allocation, quality review and delivery across the portfolio.
- Run technical SEO across all brands: recurring site audits, crawl and indexation remediation, site architecture and URL hierarchy, internal linking, structured data and page speed, using Screaming Frog, Ahrefs, SEMrush and Google Search Console.
- Conduct recurring keyword research, competitor benchmarking and content gap analysis, and run quarterly refresh cycles on existing blog and website copy to defend rankings and reclaim lost positions.
- Directed content and technical optimization that increased organic traffic 70% over 18 months with 30% sustained month-on-month growth, and built keyword, intent and content gap frameworks that lifted client conversion rates 45% on average and target rankings 30%.
- Own the master content and social calendar across the portfolio, holding a publishing cadence of 10–12 long-form pieces per month plus supporting social distribution.
- Own the full B2B SaaS search programme for MoneyGence, from funnel-stage keyword planning to comparison, alternatives, use case, integration and feature-to-job pages that carry buying intent, reported on MQL, SQL, opportunity and pipeline contribution.
- Run AEO and GEO across the portfolio: entity and schema work, extractable answer formatting, and comparison content engineered to be cited in Google AI Overviews and LLM answers, aimed at qualified demand rather than raw AI visibility.
- Run off-page and review presence: placement in third-party listicles and best-of roundups, plus review and discussion coverage on G2, Capterra and Reddit, so the product appears in the sources buyers and AI answers pull from.
- Built an AI-assisted production workflow — LLM-drafted outlines and first drafts, refined with SME input, original data and practitioner detail — so volume scaled without losing E-E-A-T or brand voice.

Senior SEO Analyst · your-space, New Delhi, India · Jul 2023 – Jan 2025

Managed accommodation platform, multi-city website

- Executed onsite and technical optimization that improved site loading times 60% and reduced bounce rates 40% across the multi-city site.
- Mapped city, campus and intent clusters to landing pages and blog coverage, planning and editing the content calendar for the full site.
- Authored monthly performance reporting for non-technical stakeholders from Google Search Console, Google Analytics, Ahrefs and SEMrush data.
- Provided strategic organic insight to client teams, contributing to a 50% extension rate on SEO service contracts.

SEO Analyst · Power Gummies, Gurugram, India · Jun 2022 – Jul 2023

- Recommended site architecture, content and internal linking changes and established on-page practices that delivered a 20% ranking lift and a 2-point domain authority gain.
- Optimized keyword and metadata coverage across client websites, increasing click-through rates 35%.

Digital Marketing Executive · Alline Exporter · Mar 2020 – Jun 2022

- On-page and content optimization for organic search growth, working alongside designers, copywriters and developers.

CONTRACTUAL & FREELANCE SEO ENGAGEMENTS

Advisory and project based, scoped per engagement

- Ran technical audits on every engagement: crawl and indexation fixes, site speed, internal linking and URL hierarchy, with monthly reporting to founders and marketing leads.
- **SleepyCat (D2C sleep and home products):** scaled organic traffic 600% and organic conversions 450% through a competitor gap-led keyword and category page programme.
- **Bombay Shaving Company (D2C men's grooming):** built long-tail landing page clusters from intent research, producing a 3x increase in qualified leads, with crawl and indexation remediation.
- **CultureMonkey (B2B SaaS, employee engagement):** owned keyword and content architecture for a subscription product across category, comparison and use case intent.
- **Kapiva (Ayurvedic wellness, D2C):** rebuilt keyword and content architecture across high-competition wellness categories.
- **Innovist (D2C beauty and personal care, house of brands):** mapped keyword and content coverage across the brand set, with category page strategy per brand.
- **Clensta (personal care):** delivered technical audit and category page architecture across the product catalogue.
- **Coal Clean Beauty (clean beauty, D2C):** structured category and product pages, extended to marketplace and product listing optimization.
- Retrofitted pages for AEO and GEO with schema, entity coverage and extractable answer formats.

ENTREPRENEURIAL EXPERIENCE

Founder, Livonna Fashion Private Limited · D2C occasion wear brand (Shopify) · Bootstrapped

- Identified a category gap in high-end women's occasion wear and set positioning through market and competitor research: category sizing, price laddering, assortment gaps and ICP definition.
- Owned supply-side execution and launch: fabric sourcing, vendor negotiation, quality control, pricing, product and category page architecture, channel mix and first customer acquisition.

TOOLS & TECHNOLOGY

Technical & Analytics: Screaming Frog, Ahrefs, SEMrush, Google Search Console, Google Analytics 4 (GA4), Google Ads, BrightEdge, technical site audits, structured data and schema implementation, XML sitemaps, index coverage review, HTML for on-page edits

Content & AI: ChatGPT, Claude and Jasper for accelerated drafting, AI Overviews and featured snippet optimization, entity and schema strategy for LLM retrieval, editorial calendars, CMS publishing (WordPress, Webflow, Shopify)

EDUCATION & CERTIFICATIONS

Advanced Digital Marketing, MICA, Gujarat, India

Bachelor of Commerce (B.Com), Delhi University, Delhi, India

Digital Marketing certification, Digital Vidya · Languages: English (Native), Spanish (Advanced)