

HARISH NALLAGONDA

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PROFESSIONAL SUMMARY

Results-driven SEO Specialist with 5+ years of experience delivering measurable improvements in organic traffic, SERP rankings, and conversion rates. Expertise in comprehensive SEO strategies including technical optimization, content enhancement, and link building campaigns. Proven track record of increasing organic traffic by up to 50% and achieving first-page rankings for competitive keywords. Adept at leveraging data from Google Analytics, SEMrush, and Ahrefs to develop and execute ROI-focused SEO initiatives that align with business objectives.

PROFESSIONAL EXPERIENCE

SEO SPECIALIST

Ansira, Dallas, TX | August 2021 – Present

- **Increased organic traffic by 50%** within 12 months by implementing comprehensive SEO strategies targeting high-value keywords and improving site architecture
- **Achieved first-page Google rankings** for 20+ competitive industry terms within 6 months through strategic on-page optimization and content enhancements
- **Boosted backlink profile by 30%** through targeted outreach campaigns, focusing on industry-relevant sites with high domain authority
- **Reduced bounce rate by 15%** by optimizing page load speed and improving user experience metrics
- **Led cross-functional collaborations** with content, design, and development teams to ensure SEO best practices were implemented across all digital assets
- **Delivered monthly performance reports** to stakeholders, translating technical SEO metrics into business impact insights

SEO ANALYST

Target Base, Irving, TX | September 2018 – July 2021

- **Drove 40% growth in organic traffic** through systematic content optimization and implementation of technical SEO improvements
- **Conducted comprehensive SEO audits** identifying critical issues and opportunities, leading to a 25% improvement in overall site health score
- **Optimized 100+ content pieces** for targeted keywords, improving SERP visibility and user engagement metrics
- **Improved Core Web Vitals scores** by 30% through technical optimizations, enhancing mobile responsiveness and page load speeds

- **Developed actionable SEO roadmaps** for clients based on competitive analysis and industry trends
- **Mentored junior team members** on SEO best practices and emerging techniques

KEY PROJECTS

E-Commerce SEO Revitalization

- Implemented comprehensive SEO strategy for major e-commerce client, including product page optimization, schema markup implementation, and category structure enhancement
- **Results:** 35% increase in organic traffic and 25% growth in conversion rate within 6 months

Local SEO Campaign

- Executed targeted local SEO strategy focusing on Google Business Profile optimization, local content development, and citation building
- **Results:** 40% improvement in local search visibility and 30% increase in qualified leads

Content Strategy Overhaul

- Developed and implemented content optimization framework for health & wellness client, including keyword mapping, content gap analysis, and internal linking strategy
- **Results:** 50% boost in organic traffic and 20% improvement in user engagement metrics

Enterprise Technical SEO Audit

- Led comprehensive technical SEO audit for SaaS enterprise, resolving critical crawlability issues and implementing performance enhancements
- **Results:** 40% increase in site visibility and 15% growth in trial sign-ups

SKILLS & TOOLS

- **SEO Expertise:** Keyword Research, Technical SEO, On-Page Optimization, Content Strategy, Link Building, Local SEO
- **Technical Tools:** Google Analytics, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Moz
- **Performance Optimization:** Core Web Vitals, Mobile Optimization, Page Speed Enhancement, Schema Markup
- **CMS Platforms:** WordPress, Elementor, Shopify, Webflow
- **Data Analysis:** Excel, Google Data Studio, Python (basic)

CERTIFICATIONS

- Google Analytics Certification (2023)
- HubSpot Content Marketing Certification (2022)

- SEMrush SEO Toolkit Certification (2021)

EDUCATION

Master of Science in Information Systems

Indiana Institute of Technology, Fort Wayne, IN (2017)

Bachelor of Science in Computer Science

JNTUH (2014)