

KARAM SAGAR BABU

Senior SEO Specialist | Technical SEO | AI Search | AEO & GEO Strategist

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Portfolio: digipodia.com



Portfolio
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PROFESSIONAL SUMMARY

Senior SEO Specialist with 6+ years of experience in Technical SEO, On-Page SEO, Off-Page SEO, Local SEO, Enterprise SEO, Content Strategy, and AI Search Optimization. Proven track record of increasing organic traffic, improving search rankings, and driving lead generation across Real Estate, Travel, E-commerce, Mobile Apps, and Service-based industries.

Hands-on experience with GA4, Google Search Console, GTM, Ahrefs, SEMrush, Screaming Frog, Schema Markup, Core Web Vitals, and AI-driven SEO strategies including Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Entity SEO, and LLM visibility optimization.

Strong understanding of enterprise SEO workflows, stakeholder collaboration, content strategy, and search performance reporting.

KEY ACHIEVEMENTS

- Increased organic traffic by 70%+ through Technical SEO and content optimization.
- Ranked 20+ competitive keywords in Top 10 Google positions.
- Improved Core Web Vitals and page speed performance by 30%.
- Implemented AI SEO strategies using Schema, Entity SEO, AEO, and GEO.
- Managed SEO campaigns across Real Estate, Travel, and Mobile App industries.

PROFESSIONAL EXPERIENCE

Freelance SEO Specialist | Hyderabad | Mar 2026 – Present

- Managing SEO projects for Real Estate, Travel, and Local Business clients.
- Conducting technical SEO audits and implementing optimization recommendations.
- Improving AI search visibility through schema markup, entity optimization, and structured content.
- Managing GA4, GSC, keyword strategy, and performance reporting.
- Driving organic traffic growth and lead generation through SEO campaigns.
- Performing keyword research, content strategy, and competitor analysis to improve search visibility.

Key Client Projects

Pristine City Plots | website: pristinecityplots.com

- Implemented Technical SEO, Local SEO, Schema Markup, and AI SEO strategies.
- Optimized website for Google AI Overviews and conversational search.
- Implemented Organization, FAQ, Breadcrumb, and RealEstateAgent schema.
- Achieved Top rankings for:
 - Pristine City Plots Vikarabad
 - Pristine City vikarabad
 - DTCP Approved Plots in Vikarabad
 - DTCP and RERA Approved Plots in Vikarabad
 - Villa Plots in Vikarabad
 - Open Plots in Vikarabad
- Managed GA4, GSC, and SEO reporting.

Plan My Tour

Sr. Graphic Designer & SEO Specialist | Sep 2022 – Jun 2026

- Led Technical SEO initiatives including crawlability, indexing, and Core Web Vitals optimization.
- Performed keyword research, competitor analysis, and content optimization.
- Implemented FAQ, Breadcrumb, and LocalBusiness schema markup.
- Managed GA4, Google Search Console, and SEO reporting.
- Collaborated with developers to resolve technical SEO issues.
- Managed YouTube SEO and TikTok SEO for Plan My Tour UK.
- Designed landing pages and marketing creatives to support conversion optimization.

SEO Executive

DXB Apps | Dubai (Remote) | Feb 2022 – Aug 2022

- Managed on-page and off-page SEO campaigns.
- Performed keyword research and competitor analysis.
- Resolved crawl issues, duplicate content, and indexing problems.
- Built high-quality backlinks through white-hat outreach.

SEO Specialist

Lady Lion Creations | Hyderabad | Jul 2020 – Jan 2022

- Conducted SEO audits and keyword research.
- Improved rankings and search visibility.
- Managed link-building and content optimization campaigns.

CORE SKILLS

SEO & Organic Growth

- Technical SEO
- Enterprise SEO
- On-Page SEO
- Off-Page SEO
- Local SEO
- International SEO
- Keyword Research
- Competitor Analysis
- Link Building

AI SEO

- Answer Engine Optimization (AEO)
- Generative Engine Optimization (GEO)
- Entity SEO
- Schema Markup
- JSON-LD
- Google AI Overviews
- ChatGPT Visibility
- Gemini Optimization
- Perplexity Optimization

Analytics & Tools

- GA4
- Google Search Console
- Google Tag Manager
- Ahrefs
- SEMrush
- Screaming Frog
- Looker Studio
- Google Business Profile
- Ubersuggest

CMS

- WordPress
- Basic HTML/CSS
- Core Web Vitals

CERTIFICATIONS

- SEMrush Mobile, International & Local SEO Certification
- SEMrush SEO Toolkit Course Certification
- Off-Page SEO and AI Search Essentials with Semrush
- Technical SEO and AI Search Essentials with Semrush

EDUCATION

Bachelor of Technology (Computer Science & Engineering) | Kakatiya University | 2008 – 2012