

KARAM SAGAR BABU

Senior SEO Specialist | Technical SEO | SEO & AI Search Optimization

Portfolio: digipodia.com | LinkedIn: linkedin.com/in/karam-sagar-babu/



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📍 Jawahar Nagar, Hyderabad – 500045, Telangana, India

Portfolio
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PROFESSIONAL SUMMARY

Senior SEO Specialist with 6+ years of hands-on SEO experience across Technical SEO, On-Page SEO, Off-Page SEO, Local SEO, Keyword research, competitor analysis, content strategy, structured data and search performance analysis. Experienced in Google Search Console, GA4, GTM, Ahrefs, SEMrush, Screaming Frog, WordPress, Core Web Vitals and schema markup. Strong experience with SEO audits, crawlability, indexation, blog/content optimization, Google Business Profile and SEO reporting, translating findings into actionable recommendations. Also experienced in AI Search Optimization, including AEO, GEO and entity-focused optimization.

KEY ACHIEVEMENTS

- Increased organic traffic by 85% through technical SEO, content optimization and search performance improvements.
- Ranked 20+ competitive keywords in Google's Top 10, improving organic search visibility.
- Improved website performance and Core Web Vitals through technical and on-page optimization.
- Implemented SEO improvements across Technical SEO, On-Page SEO, Local SEO, structured data and AI Search optimization.

CORE SKILLS

- Technical SEO • On-Page SEO • Off-Page SEO • Local SEO • Keyword Research • Competitor Analysis
- Content Strategy • Blog Topic Research • Internal Linking • Crawl & Indexation • Core Web Vitals
- Schema Markup / JSON-LD • Google Business Profile • AI Search Optimization • AEO • GEO • Entity SEO
- Google AI Overviews • SEO Reporting

Tools: Google Search Console • GA4 • Google Tag Manager • Ahrefs • SEMrush • Screaming Frog • Looker Studio
• Ubersuggest • WordPress • Basic HTML/CSS

PROFESSIONAL EXPERIENCE

Sr. SEO Specialist & Graphic Designer

Plan My Tour India Pvt. Ltd. | Sep 2022 – Jun 2026 | Hyderabad, India

- Led SEO activities including technical audits, crawlability, indexation, keyword research, competitor analysis, content optimization and Core Web Vitals.
- Identified and supported remediation of technical and on-page issues including metadata, internal linking, mobile optimization, site structure and website performance.
- Researched content and blog opportunities using keyword intent and search visibility considerations; optimized SEO-focused content in WordPress.
- Supported Local SEO initiatives including Google Business Profile optimization and local search recommendations.
- Managed GA4, Google Search Console and SEO reporting to track organic performance and communicate actionable optimization recommendations.
- Implemented FAQ, Breadcrumb and LocalBusiness structured data and worked with developers to resolve technical SEO issues.
- Contributed to an 85% increase in organic traffic and Top 10 rankings for 20+ keywords during the tenure.
- Managed YouTube SEO and TikTok SEO initiatives for Plan My Tour UK.
- Designed landing pages and marketing creatives, combining SEO, UX and conversion requirements.

SEO Executive

DXB Apps & Technologies LLC | Feb 2022 – Aug 2022 | Dubai, UAE | Remote

- Managed on-page and off-page SEO campaigns for mobile app and business websites.
- Performed keyword research, competitor analysis and technical SEO checks.
- Resolved crawl, duplicate-content and indexation issues and supported white-hat link-building outreach.

SEO Analyst & Graphic Designer

Lady Lion Creations | Jul 2020 – Jan 2022 | Hyderabad, India

- Conducted SEO audits, keyword research, on-page optimization, competitor analysis and link-building activities.
- Improved website visibility and organic search performance through technical and content optimization.
- Collaborated with content and design teams to improve search rankings, user experience and website performance.

SELECTED SEO PROJECT

Pristine City Plots | Real Estate SEO Website Project | 2026 | India

- Designed and developed the website structure and page layouts following SEO best practices and search-intent principles.
- Created and optimized the Home page and blog pages for targeted real-estate search queries.
- Developed SEO-focused content targeting Open Plots in Vikarabad, DTCP Approved Plots in Vikarabad, and related keywords.
- Applied SEO-friendly headings, content structure, internal linking, and on-page optimization.

PROFESSIONAL DEVELOPMENT & SEO PORTFOLIO

SEO Portfolio: digipodia.com

- Develop SEO-focused websites and page structures based on search intent and SEO best practices.
- Conduct keyword research and create content structures aligned with user intent and organic search visibility.
- Apply on-page SEO, internal linking, SEO-friendly headings, content organization and structured data.
- Build practical SEO projects and case studies covering Technical SEO, Local SEO and AI Search Optimization.

ADDITIONAL PROFESSIONAL EXPERIENCE

Business Partner

Linq Pay | Feb 2019 – May 2022 | Bhadrachalam, Telangana, India

- Participated in e-commerce and digital business operations, including website management, digital marketing, branding and customer engagement.
- Worked on business development and online platform growth alongside SEO and digital marketing work.

Digital Marketing Executive (Intern)

Digital Floats | Jan 2017 – Jul 2017 | Hyderabad, India

- Supported digital marketing campaigns, SEO activities, content optimization, and online brand visibility initiatives.
- Assisted with keyword research, content analysis, and basic SEO optimization.
- Supported the marketing team in improving website visibility and digital presence.

Web Designer

Sri Sai Technologies | Jul 2013 – Jul 2014 | Hyderabad, India

- Designed and maintained user-friendly websites and web interfaces.
- Worked with clients, developers and designers on customized website layouts and web projects.
- Supported website content, hosting and basic front-end implementation.

EDUCATION

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

CERTIFICATIONS

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

EARLIER EXPERIENCE

Album Designer | FotoFashion | Sep 2017 – Dec 2018 | Hyderabad, India

Independent Story & Script Development | Telugu Film Industry | 2014 – 2016 | Telangana, India