

KARAM SAGAR BABU

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

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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, 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. Also experienced in AI Search Optimization, including AEO, GEO and entity-focused optimization. Strong background in website, content and design collaboration, with experience across Real Estate, Travel, E-commerce, Mobile Apps and service-based businesses.

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 • Internal Linking • Crawl & Indexation • Core Web Vitals • Schema Markup / JSON-LD
- 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 • Google Business Profile • Ubersuggest • WordPress • Basic HTML/CSS

PROFESSIONAL EXPERIENCE

Freelance SEO & Website Optimization Specialist

Independent / Digipodia | Jul 2026 – Present | Hyderabad, India

- Develop SEO-focused websites and page structures based on search intent and SEO best practices.
- Create and optimize website content, including Home pages and blog pages, around targeted search queries.
- Perform keyword research and develop content structures aligned with user intent and organic search visibility.
- Apply SEO-friendly headings, internal linking, content organization and on-page optimization.
- Develop SEO-focused website projects combining search intent, content strategy and on-page optimization.

Sr. Graphic Designer & SEO Specialist

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

- Led SEO activities including technical audits, crawlability, indexation, keyword research, content optimization and Core Web Vitals.
- Implemented FAQ, Breadcrumb and LocalBusiness structured data and worked with developers to resolve technical SEO issues.
- Managed GA4, Google Search Console and SEO reporting to track organic search performance.
- 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.

Freelance Album Designer

FotoFashion | Sep 2017 – Dec 2018 | Hyderabad, India

- Worked as a freelance album designer, creating photo album layouts and visual compositions based on client requirements. Managed image selection, photo editing, layout design, and final design preparation.

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.

Independent Story & Script Development

Telugu Film Industry | 2014 – 2016 | Telangana, India

- Worked with my brother on Telugu film story development, screenplay concepts and script development.
- Contributed to story ideation, character development, narrative structure, scene planning and creative discussions.

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.

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.

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.

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

EDUCATION

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