

KARAM SAGAR BABU

Senior SEO Specialist | Technical SEO | AEO/GEO | AI Search | Organic Growth

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



☎ +91-8897400609 | ✉ karamsagarbabuseo@gmail.com

📍 Jawahar Nagar, Hyderabad – 500045, Telangana, India

Portfolio
Scan QR →

PROFESSIONAL SUMMARY

Senior SEO Specialist with **6+ years** of hands-on experience driving organic search growth across Technical SEO, On-Page SEO, Off-Page SEO, Local SEO and Content Optimization. Experienced in SEO audits, keyword research, search intent analysis, crawlability, indexation, website architecture, Core Web Vitals, structured data and SEO performance reporting. Proven track record of contributing to an 85% increase in organic traffic and Top 10 rankings for 20+ keywords. Experienced in optimizing websites and content for traditional search and AI-driven search through AEO, GEO and Entity SEO. Strong cross-functional experience working with content, development, design and marketing teams across Real Estate, Travel, E-commerce, Mobile Apps and service-based businesses.

PROFESSIONAL EXPERIENCE

Senior SEO Specialist | Plan My Tour India Pvt. Ltd.

Sep 2022 – Jun 2026 | Hyderabad, India

- Led Technical, On-Page, Content and Local SEO activities, including audits, crawlability, indexation, keyword research and Core Web Vitals.
- Researched and created SEO-focused content for websites, blogs and landing pages based on search intent, trends, competitors and content gaps.
- Optimized content for SEO and GEO, including keywords, headings, metadata, internal linking and content structure.
- Implemented FAQ, Breadcrumb and LocalBusiness Schema and worked with developers to resolve technical SEO issues.
- Managed GA4 and Google Search Console to monitor organic performance, identify opportunities and prepare SEO reports.
- Managed YouTube SEO and TikTok SEO initiatives for Plan My Tour.
- Refreshed and optimized existing content based on rankings, organic traffic, search trends and performance data.
- Structured content to improve visibility across traditional search, AI search and answer engines.
- Used AI tools for research, ideation, content outlining and optimization, while maintaining content quality and originality.
- Contributed to an 85% increase in organic traffic and Top 10 rankings for 20+ keywords during the tenure.

Key SEO Projects: PlanMyTour.co.uk • PlanMyTour.com • AlmahadTravels.com • PlanMyUmrah.co.uk
• PlanMyLuxe.co.uk • TheHushy.com

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.

Key SEO Projects: dxbapps.com • dxbbusinessgroup.com • emiratesblockchain.ae • londonapps.co.uk
• a2solutions.com • vhelptechnologies.com

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.

Key SEO Projects: Lady Lion Creations Pvt Ltd, hairdosalone.com, and Siri Events

CORE SEO SKILLS

SEO: Technical SEO • On-Page SEO • Off-Page SEO • Local SEO • Keyword Research • Search Intent Analysis • Competitor Analysis • SERP Analysis • SEO Audits • Content Strategy • Content Optimization • Link Building • Internal Linking • SEO Reporting

Technical & Advanced SEO: Crawlability & Indexation • Core Web Vitals • Website Architecture • Meta Tags • Structured Data • Schema Markup • JSON-LD • Canonicalization • Technical SEO Remediation • Mobile SEO • Entity SEO • AI Search Optimization • AEO • GEO • Google AI Overviews

Content & CMS: Content Research • Blog Optimization • Content Briefs • WordPress • Blogging • Content Creation • Programmatic SEO • AI-Assisted SEO • Wix

Local & Video SEO: Google Business Profile (GBP) • Local Search Optimization • YouTube SEO • TikTok SEO

SEO Tools: Google Search Console (GSC) • Google Analytics 4 (GA4) • Google Tag Manager (GTM) • Semrush • Ahrefs • Screaming Frog • Looker Studio • Ubersuggest • Google Keyword Planner • Rank Math SEO • AIOSEO • Basic HTML/CSS

Design Tools: Adobe Photoshop • Adobe Illustrator • Canva • CorelDRAW

Video Editing Tools: Adobe Premiere Pro

SELECTED SEO PROJECT

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

- Developed and optimized a real-estate website structure based on search intent, keyword targeting and SEO best practices.
- Conducted keyword research targeting “Open Plots in Vikarabad” and “DTCP Approved Plots in Vikarabad.”
- Optimized page titles, headings, content structure, internal linking and on-page SEO elements to improve organic search visibility.
- Implemented structured data/schema markup and SEO-friendly website architecture to support search engine understanding.
- Applied Technical SEO and Local SEO practices across crawlability, indexation, content organization and location-focused optimization.

SEO PORTFOLIO

Digipodia.com - Personal portfolio featuring SEO projects, case studies, certifications, website projects and design work.

Portfolio: [SEO Portfolio](#) • **Designs:** [Design Portfolio](#)

ADDITIONAL PROFESSIONAL EXPERIENCE

- **Business Partner** | **Linq Pay** | Feb 2019 – May 2022 | Bhadrachalam, Telangana
- **Album Designer** | **FotoFashion** | Sep 2017 – Dec 2018 | Hyderabad, India
- **Digital Marketing Executive (Intern)** | Digital Floats | Jan 2017 – Jul 2017 | Hyderabad, India
- **Story & Script Development** | **Telugu Film Industry** | 2014 – 2016 | Telangana, India
- **Web Designer** | **Sri Sai Technologies** | Jul 2013 – Jul 2014 | Hyderabad, India

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
- The Fundamentals of Digital Marketing (Google Digital Garage)