

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

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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

- Crawability & 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

SUMMARY:

Senior SEO Specialist with **6+ years** of hands-on experience driving organic growth through 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. 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 and marketing teams across **Real Estate, Travel, E-commerce, Mobile Apps and service-based businesses**.

EXPERIENCE:

Senior SEO Specialist

Sep 2022 – Jun 2026

Plan My Tour India Pvt. Ltd. | Hyderabad, India

- Led technical, on-page, content and local SEO, covering audits, crawlability, indexation, keyword research and Core Web Vitals.
- Optimized website and landing-page content for search intent and GEO; implemented schema and partnered with developers on technical fixes.
- Used GA4 and Search Console to guide optimization. My SEO work has contributed to strong organic traffic growth and improved search visibility, with multiple target keywords achieving strong keyword rankings.
- Managed YouTube SEO and TikTok SEO initiatives for Plan My Tour.

SEO Executive

Feb 2022 – Aug 2022

DXB Apps & Technologies LLC | Dubai, UAE

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

SEO Analyst & Graphic Designer

Jul 2020 – Jan 2022

Lady Lion Creations | 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.

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

EDUCATION:

BACHELOR OF TECHNOLOGY
2008 - 2012

Computer Science & Engineering

LANGUAGE:

- English
- Telugu

Real Estate SEO Website Project 2026
Pristine City Plots | Hyderabad, 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

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)

ADDITIONAL EXPERIENCE:

BUSINESS PARTNER FEB 2019 – MAY 2022

Linq Pay | Bhadrachalam, Telangana

ALBUM DESIGNER SEP 2017 – DEC 2018

FotoFashion | Hyderabad, India

DIGITAL MARKETING EXECUTIVE (INTERN) JAN 2017 – JUL 2017

Digital Floats | Hyderabad, India

STORY & SCRIPT DEVELOPMENT 2014 – 2016

Telugu Film Industry | Telangana, India