



SAURABH VANVE

SEO Specialist | Digital Marketing Expert | 4+ Years Experience

+91-93708-94303 | saurabhvanve2026@gmail.com | Sangamner, Maharashtra

[sbvportfolio.pages.dev](#) | [linkedin.com/in/saurabhvanve](#)

PROFESSIONAL SUMMARY

SEO Specialist with 4+ years building and ranking 15+ websites across diverse niches. Expert in technical SEO, keyword research, on-page/off-page optimization, Google Analytics 4, Google Search Console, Core Web Vitals, and content strategy. Diploma in Data Science (IIT Madras) — data-driven SEO decisions backed by analytics.

CORE COMPETENCIES

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| ✓ On-Page SEO & Content Optimization | ✓ Schema Markup & Structured Data |
| ✓ Technical SEO & Site Audits | ✓ Ahrefs / SEMrush / Screaming Frog |
| ✓ Keyword Research & Competitor Analysis | ✓ Core Web Vitals & PageSpeed Optimization |
| ✓ Google Analytics 4 (GA4) & GSC | ✓ WordPress SEO (Yoast / RankMath) |
| ✓ Backlink Building & Link Outreach OFF page SEO | ✓ E-E-A-T & Algorithm Update Recovery |
| ✓ Local SEO & Google Business Profile | ✓ GEO / AI Search Optimization |

SEO & DIGITAL MARKETING EXPERIENCE

SEO Specialist & Digital Marketer | Self-Employed / Freelance | 2021 – Present

- Built & ranked 15+ niche websites using technical SEO, on-page optimization, and content strategy — achieving consistent Page 1 Google rankings.
- Conducted keyword research (Ahrefs, SEMrush, Google KP) to build topical authority clusters; developed content briefs ensuring E-E-A-T alignment.
- Performed full technical SEO audits: crawl analysis (Screaming Frog), Core Web Vitals (LCP/FID/CLS), schema markup, XML sitemaps & robots.txt.
- Executed white-hat link building, guest posting & niche edits; improved domain authority and reduced bounce rates across client sites.
- Tracked CTR, impressions & conversions via GA4 & GSC dashboards; monitored & recovered traffic post Google algorithm updates (HCU, Core, SpamBrain).
- Developed 40+ sites with SEO-first setup: Yoast/RankMath, GTM integration, canonical tags, Open Graph, HTML, CSS, JS and server-side caching.

PORTFOLIO & SELECTED PROJECTS

Portfolio & Results: View detailed SEO case studies, comprehensive audit reports, and ranking results at [sbvportfolio.pages.dev](#)

pikmahiti.com	Marathi niche site ranked on Page 1 via on-page SEO, FAQSchema & content clusters.
faceshape.app	AI web app (Flask + EfficientNet-B4)
annapurnayojanawb.com	Government scheme portal — 10k+ monthly organic visits; 80+ PageSpeed score via Core Web Vitals.
digitalsangamner.com	Local SEO strategy: Google Business Profile, LocalBusiness schema, and citation building for regional keywords.
calcularidade.com	PHP based age calculator site with programmatic SEO

Additional Client Projects (Helped make 10+ apps & sites live): hindishala.com, coupleprompts.online, innotechia.site, infozantechs.site, infonantechx.fun, bytevanta.site, bytenantechs.site, nexainfocons.fun, techzentricks.space

TOOLS & TECHNOLOGY

SEO Tools: Ahrefs · SEMrush · Moz · Ubersuggest · Screaming Frog · Sitebulb · SurferSEO · Mangools

Analytics: Google Analytics 4 · Google Search Console · Google Tag Manager · Hotjar

CMS & Dev: WordPress · Elementor · HTML5 · CSS3 · PHP · JavaScript · Python · GitHub Pages · Cloudflare

Productivity: MS Excel · Notion · Google Workspace

EDUCATION & CERTIFICATIONS

Diploma in Data Science IIT Madras, 2025

Bachelor's in Agriculture MPKV Rahuri, 2022

KEY ACHIEVEMENTS

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|--|---|
| ▶ 15+ websites ranked on Google Page 1 across diverse niches | ▶ 10,000+ monthly organic visits for a govt scheme portal in 4 months |
| ▶ 35+ point PageSpeed score boost via Core Web Vitals optimization | ▶ 2,000+ organic sessions/month on Hindi educational content site |
| ▶ Recovered site from Google HCU via content audit & restructuring | ▶ faceshape.app — ranked AI web app in competitive query space |

ADDITIONAL INFORMATION

Skills: Analytical Thinking · Problem Solving · Attention to Detail · Adaptability · Time Management

Languages: English (Professional) · Hindi (Fluent) · Marathi (Native)