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# Aniruddh Gohil

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## SKILLS

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Writing WebSite Copies, and Web Analytics

## EXPERIENCE

### Rank My Business India, Navi Mumbai, India

*SEO Manager*

January 2023 - April 2025

Rank My Business (RMB) is a leading digital marketing company offering services across Australia, New Zealand, and UAE.

My Responsibilities at RMBI:

- Optimized website structure, improved keyword rankings, and enhanced conversion rates to drive measurable business impact.
- Specialized in e-commerce SEO, particularly on Shopify and WooCommerce platforms, ensuring sustainable growth.
- Conducted comprehensive SEO audits including complete on-page and technical aspects, competitor analysis, and executed content strategies to boost search visibility.
- Implemented LLM-driven content discoverability strategies, optimizing for featured snippets, AI Overviews, zero-click answers, and People Also Ask (PAA) visibility.
- Leveraged platforms like Quora and Reddit to identify emerging search intents and integrate them into keyword clusters (mainly for long-tail keywords).
- Automated keyword clustering, traffic reporting using Python-based SEO automation workflows.

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- Experimented with Generative Engine Optimization (GEO) approaches to improve visibility within AI chat interfaces (e.g., Google Gemini, ChatGPT, and Perplexity).
  - Performed audits using tools like Screaming Frog, Semrush, Google Analytics 4, and Google Search Console

Growth/Results Achieved for RMBI clients:

- Scaled **Optislim.com.au** revenue from **AUD 5K/month to AUD 20K-25K/month** through strategic **Google SEO** improvements.
- Increased **Cheapestrugsonline.com.au** revenue from **AUD 9K/month to a peak of AUD 25K**, with an **average revenue of AUD 10K/month** by optimizing SEO performance and user experience.
- Grew **Rugsdirect.com.au** revenue from **AUD 8K/month to a peak of AUD 27K**, with an **average revenue of AUD 15K/month** through targeted SEO and CRO strategies.
- Managed SEO strategies for **Littlecupcakes.com.au**, achieving an **average revenue of AUD 6K/month** through organic search optimization.

## **Neil Patel Digital India, Bangalore, India**

*SEO Manager*

April 2022 - July 2022

Neil Patel Digital India is an Indian arm of Neil Patel Digital.

My Responsibilities at NPDI:

- SEO account management
- Delegating/managing a team

## **IdeateLabs, Andheri (West), Mumbai - 400053**

*Assistant Manager - Media Solutions*

June 2021 - April 2022

Ideate Labs is a digital-first marketing agency with over 23 years in the industry since its inception.

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My Responsibilities at IdeateLabs:

- To fulfill the high visibility and traffic objective
- Working on pitches/audits with reporting manager and BD team
- Helping team-mates with their tasks and questions
- Brands I've managed here - Hafele India, Cipla

## **Learning/Freelance Consulting on Fiverr**

*Consultation for SEO*

October 2020 - June 2021

I was continuously learning and refining my SEO skills while offering freelance consulting on Fiverr.

## **PivotRoots Digital Pvt. Ltd., Andheri (East), Mumbai - 400095**

*Senior Executive - Earned Media*

FEBRUARY 2018 - SEPTEMBER 2020

PivotRoots Digital is a young but rapidly growing digital marketing agency having multinational clientele.

My Responsibilities at PivotRoots Digital:

- Working on Indian Projects and GCC Based International Projects
- Kaya Skin Clinic, DecoArt Dubai are the GCC Based Projects
- Adgully, Edelweiss Tokio Life Insurance are the Indian Projects
- SEO Account Management
- Researching and Strategizing via Competition Analysis
- Link Acquisition, Planning Link Building Activities

## **HeyPayless LLC, Dahisar (East), Mumbai - 400068**

*Assistant Manager of SEO*

DECEMBER 2016 - DECEMBER 2017 (1 year)

HeyPayless is a software consultancy firm working under the parent company called OSP Labs and majorly works with US and UK based SMEs.

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My Responsibilities at HeyPayless:

- Working on In-House Project - HeyPayless
- To Fulfil the Lead Generation Objective of the Businesses
- Fine Tuning the Website Architecture
- Coordinating with Paid Media Team

### **eBrandz Inc., Goregaon (East), Mumbai - 400063**

*Assistant Project Manager - SEO*

APRIL 2014 - DECEMBER 2016 (2 years and 8 months)

eBrandz Inc. is an SEO-centric digital marketing agency having multinational presence and operations. Mainly, the US, UK and Australia with over 400+ team strength.

My Responsibilities at eBrandz:

- Majorly, Worked with US-Based SMEs
- Worked on Various Proprietary Tools
- Followed a Stringent Process to Achieve the Results

## **EDUCATION**

### **Kirandevi Saraf Institute, Malad (West), Mumbai - 400064**

*Bachelor of Computer Applications (BCA)*

APRIL 2011

With Major in Computer Science

### **Nagindas Khandwala College, Malad (West), Mumbai - 400064**

*Higher Secondary Certificate (HSC/12th)*

MARCH 2008

### **Nagindas Khandwala College, Malad (West), Mumbai - 400064**

*Secondary School Certificate (SSC/10th)*

APRIL 2006

## **Extra Curricular Activities**

- Group Leader for Final Year Project Management and Presentation
- Had Started as a Part-Time Blogger and Front End Developer After Graduation

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## Languages Known

- English (Speaking, Reading, and Writing)
- Gujarati (Speaking, Reading, and Writing)
- Hindi (Speaking and Reading)
- Marathi (Speaking and Reading)

## Declaration

I hereby declare that the information given by me is true to the best of my knowledge and beliefs.

DATE:

PLACE: Mira Road(E), Thane, Maharashtra

Signature:

A handwritten signature in black ink that reads "ANIRUDDH GOHIL". The signature is written in a stylized, cursive font. The word "GOHIL" is written in a larger, more prominent font than "ANIRUDDH". There are two horizontal lines drawn below the signature.

(Aniruddh Gohil)