

SUNNY PURSWANI

Contact Info

Mobile: +919029061599

Email: sunnypurswani1@gmail.com

Location: Mumbai, India

I'm a data-driven SEO with over 8 years of experience in digital marketing with a focus on organic search. I enjoy digging into complex problems & use data to find opportunities for reaching audiences and delivering business goals for brands.

Career Highlights

- Course-corrected the site migration of an e-commerce store and managed to increase search visibility by 21% and organic traffic by over 33% within a few months of the move. Part of this migration also involved moving to a new Magento platform and consolidating to a single domain.
- Identified content cannibalization opportunities & by guiding writers in creating content based on keyword clusters, an uplift of 112% in organic traffic for an education provider website in less than 5 months.
- Drove search-intent content campaign for a home improvement website & provided input on SEO and content strategy with an upfront content audit. Targeted a mix of bottom-funnel terms to generate leads, and top-funnel terms, to raise brand awareness among a qualified audience. The result was a 98% lift in organic blog traffic and a 30% increase in inquiries for the brand in one year.
- Championed an SEO Title rewrites & schema experiment that increased the site's organic CTR by over 22% for a B2C (e-commerce) client in seven weeks.
- Reversed downward trend to significant traffic growth. By fixing technical issues, optimizing existing pages and consolidating similar and duplicate pages, the content publisher website grew over 91% year on year. Keywords on page 1 jumped from around 1289 to 3496.

WORK EXPERIENCE

INDEPENDENT SEO CONSULTANT

Freelance | November 2016 – Present

- Learn clients' business and objectives (and customize my advice to help them achieve these), and perform relevant research and tests to identify issues and opportunities for SEO strategies and beyond
- Deliver strategic improvement recommendations & prioritize high-impact growth opportunities via web analytics, content gap analysis, keyword research, backlink analysis, and technical audits
- Identifying low hanging fruits, educating stakeholders, and managing the full workflow of content optimization
- Coordinate with in-house & outsourced teams on implementing strategies
- Ongoing support of page optimization initiatives: metadata, schema code creation, internal linking, and technical audits
- Active testing and proposing of new approaches to improve rankings and overall sites' appearance and functionality
- Build reporting systems to closely track website performance and monitor ranking
- I also help improve internal processes and train some of the team to improve their SEO, content, and UX knowledge

Brands I've worked with: Bajaa, Candere, Pipa Bella, CurlyTales, Hauterfly, Itvedant, ISBmantra, & many more

SENIOR SEO ANALYST

Togglehead | May 2015 – November 2016

- Developed SEO strategies for various clients that aligned with their business objectives
- Conducted keyword research, competitive analysis, and technical and content audits to create an effective SEO strategy
- Managed white hat link building efforts throughout multiple email campaigns, including competitive analysis, guest posting, and other link earning strategies

INDUSTRY KNOWLEDGE

- Technical Audit
- Keyword Research
- Content Strategy
- Semantic Search
- Web Analytics
- Competitive Audit
- On-Page Optimization
- Content Briefings
- Site Architecture
- Landing Page Optimization
- Link Prospecting
- Site Migrations
- Ecommerce SEO
- Local SEO
- Agile Project Management
- Teamwork & Communication
- Strategic Planning
- Google Ads & PPC

SOME OF THE TOOLS I USE

- Google Analytics
- Google Search Console
- Screaming Frog
- Ahrefs
- SEMrush
- Google Natural Language API

WORK EXPERIENCE

SENIOR SEO ANALYST

Togglehead | May 2015 – November 2016

- Managed multiple website migrations, including a complex eCommerce migration from one custom CMS to another
- Led frequent calls and in-person meetings with clients to present data, discuss strategy, and educate on SEO best practices
- Prepared regular reports, communicating analytics, recommendations, and keyword ranking updates to inform clients of next-step decision making
- Work in tandem with in-house web analytics and paid search teams to ensure client websites are fully compliant and perform well across all channels

Brands I've worked with: Style Cracker, RAW Pressery, Truefitt & Hill, Weddingz.in, Rockrush & many more

SEO EXECUTIVE

Ethinos | January 2014 – March 2015

- Implemented client SEO strategies through link building, keyword copywriting, and the creation and maintenance of social profiles and web, article, local directories, newswires, and other listing sites
- Performing technical audits, keywords research, and competitor's analysis research
- Create optimized page titles, meta descriptions, headings, and alt tags
- Responsible for supporting with new business and pitches
- Pulled and analyzed data to create regular reports for SEO clients

Brands I've worked with: NDTV, Idea, Aureus Analytics, Boston Analytics, Ahuja Hive, PrintStop & many more

SOME OF THE TOOLS I USE

- Google Trends
- Keyword Planner
- Lighthouse
- Google Data Studio
- Google My Business
- Google Tag Manager

EDUCATION

MUMBAI UNIVERSITY

*Master of Computer Applications (MCA)
2015, Mumbai University*

VIKEND EDUCATION SOCIETY COLLEGE, MUMBAI

*Bsc in Information Technology (IT) 2011,
Mumbai University*