

RITU PAL

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(SEO & AI Search Specialist/ AI Digital Marketing Specialist/ Web Developer)

SUMMARY

Results-driven SEO & AI Search Specialist with **3+ years** of experience driving organic growth through SEO, AI Search Optimisation (AEO, GEO & LLM), Technical SEO, and WordPress. Increased annual **website traffic from 3K to 300K+, ranked 1,500+ keywords**, and **achieved AI search visibility** across Google AI Overviews and LLMs. Passionate about leveraging AI, automation, and expanding into Performance Marketing to drive measurable business growth.

TECHNICAL & CORE COMPETENCIES

- **SEO:** Technical, On-Page, Off-Page and Local SEO
- **AI Search Optimisation:** AEO, GEO, AIO, LLM Optimisation
- **Website Development & Management:** WooCommerce, Shopify, WordPress
- **Content Marketing & Optimisation**
- **Advanced Keyword Analysis and Competitor Research**
- **Analytics & Reporting:** Google Analytics(GA4), Google Search Console(GSC), Google Tag Manager(GTM), Power BI
- **Paid Advertising:** Google Ads, PPC
- **Social Media & Email Marketing**
- **Technical Optimisation:** Site Audits, Core Web Vitals & Website Performance
- **AI-Powered SEO & Workflow Automation:** Prompt Engineering, AI Content Optimisation, AI-Assisted Keyword Research, Workflow Automation
- **Organic Growth Strategy:** SEO, Outreach & Authority Growth Strategy
- **Marketing Tools:** SEMrush, Moz, Mailchimp, Hootsuite, ChatGPT

WORK HISTORY

BRANDLYTK N Voice

SEO Specialist/Full Time/Remote

Noida

June 2026 – Present

- Manage SEO strategies for **3 projects**, including **backlink acquisition, content optimisation, and AI search visibility initiatives**.
- Conduct **keyword research, competitor analysis, and backlink gap analysis** using SEMrush, GA4, and Google Search Console to identify growth opportunities.
- Develop **LLM-focused content strategies** and implement on-page and technical SEO to improve website performance, crawlability, and visibility in AI-driven search results.

VM-One Technologies

Digital Marketing Specialist-Team Leader/Full Time

Noida

September 2023 – February 2025

- Executed **360° digital marketing strategies** across SEO, SEM, content marketing, social media, email marketing, and **AI-powered automation**, driving significant organic growth and increasing annual website traffic from **3,000–4,000 to over 300,000 visitors**.
- Developed and implemented **SEO strategies, SOPs, and scalable workflows for On-Page SEO, Off-Page SEO, Technical SEO, content optimisation, keyword research, and link-building campaigns**, enabling consistent execution and improving team productivity.

- Implemented **AEO, GEO, AIO, and LLM optimisation** strategies, achieving visibility across **Google AI Overviews, Featured Snippets, Voice Search, AI Search results, and ChatGPT-generated responses** for **250+ product pages, listing pages, and blogs**.
- Conducted advanced keyword research, keyword gap analysis, competitor analysis, and on-page optimisation using **SEMrush, Google Search Console, Google Autocomplete, and Google Related Searches**, helping rank a newly launched **e-commerce website for 1,000+ keywords within six months**.
- Managed backlink acquisition, backlink audits, backlink gap analysis, outreach campaigns, and Skyscraper-based competitor research, improving website authority by increasing **Domain Authority from 4 to 23** and **Page Authority from 0 to 32**.
- Managed **Google Business Profile (Local SEO)**, improved Google Maps visibility, and configured **robots.txt, .htaccess, sitemap.xml, and cPanel** settings to enhance crawlability, indexing, and overall website performance.
- Performed comprehensive technical SEO audits, optimized **Core Web Vitals**, improved page speed, managed website maintenance, and developed SEO-focused content strategies for blogs, landing pages, and social media using **NLP and AI search best practices**, resulting in **400+ blog posts ranking on Google's first page for 1,500+ keywords**.
- Managed **Google Ads, Google Tag Manager (GTM), Google Analytics 4 (GA4), Power BI reporting, and KPI tracking**, while automating marketing workflows using **ChatGPT, Mailchimp, and AI tools**. Successfully generated **900+ subscribers through a zero-cost Mailchimp campaign**.
- Led and mentored a team of **6+ digital marketers**, collaborated with the CEO, content, and design teams to improve campaign strategies and digital marketing processes, and independently designed and developed an **SEO-friendly WooCommerce affiliate website** from scratch with end-to-end architecture, tracking, deep-linking, and monetization.

Digital Marketing Executive/Full Time

December 2021 – August 2023

- Researched keywords using **SEMrush** and Google to improve website rankings and organic traffic.
- Implemented **on-page, off-page, local, and technical SEO** strategies, including content optimisation, backlink building, **site speed improvements**, and **website maintenance**.
- Tracked website performance using **Google Analytics** and **Google Search Console**, fixed technical issues, and performed regular SEO audits.
- Managed **Google Business Profile**, affiliate links, and **brand presence** on LinkedIn, Quora, and Reddit while working with content and design teams to improve visibility and engagement.

EDUCATION

University of Delhi
B.Sc. (Hons.) Computer Science

Delhi
August 2016 – May 2019

PROJECTS

vmone.in (WooCommerce & Affiliate SEO Website)

April 2024

Designed and developed a scalable WooCommerce and affiliate WordPress website with SEO-optimized layouts. Executed technical SEO, on-page SEO, and performance optimisation, achieving 90–100 Lighthouse scores, **passing Google's Core Web Vitals assessment**, and optimising GTmetrix performance.

theritupal.com (Personal Portfolio Website)

March 2025

Designed and developed a responsive WordPress portfolio website using Elementor to showcase SEO projects, case studies, measurable results and achievements. Implemented technical SEO, on-page SEO, Rank Math, Google Analytics, blog, contact forms, and performance optimization.

CERTIFICATIONS

- Certificate of Advanced Google Analytics - **Google**
- Certificate of Google AI Search Ads - **Google**
- Certificate of Digital Marketing Course - **Google**
- Advanced Digital Marketing Certificate - **Digital Paradize**
- Power BI Certificate - **SkillNation**
- ChatGPT & Other AI Tools Certificate - **SkillNation**