

VENKATESAN SETHURAMAN

B2B SaaS Growth | Technical SEO & Traffic Scaling Expert

+91 8760254172

seowithvenky.com

sethuvenkatesan77@gmail.com

LinkedIn



SENIOR SEO SPECIALIST

EDUCATION

2016 - 2018

KAHE
M.Sc Computer Science

2013 - 2016

KAHE
B.Sc CComputer Science

TECHNICAL PROFICIENCY

- GA4
- Google Search Console (GSC)
- Google Tag Manager (GTM)
- Ahrefs
- SEMrush
- Screaming Frog
- Data Studio (Looker)
- AirOps
- Core Web Vitals
- VWO
- Crawlability Analysis
- Keyword Research
- Content Optimization
- Schema Markup (JSON-LD)
- Editorial Outreach
- Performance Reporting
- SEO Automation
- WordPress
- Cloudflare
- Big Query
- AI Automation
- Bing Webmaster
- Microsoft Clarity

PROFILE

Senior SEO Specialist with **6+** years scaling B2B & B2C platforms through technical SEO, content optimization, and data-driven strategies. Proven track record growing organic traffic from **100K to 600K** monthly visits, & **1M Ai Citation** achieving **Top 3 Google rankings** for competitive keywords, and recovering traffic post-algorithm updates (+40\%). Expert in technical audits (100K+ pages optimized), on-page/off-page SEO, keyword research, and team collaboration. Proficient in Google Analytics (GA4), Search Console, Ahrefs, SEMrush, and Screaming Frog. Strong experience in B2B SaaS/healthcare verticals with focus on ROI-driven organic growth.

CORE SEO COMPETENCIES

- Technical SEO & Site Audits.
- Organic Traffic Growth & Scaling.
- Content Strategy & Optimization.
- Keyword Research & Analysis.
- On-Page & Off-Page Optimization.
- Core Web Vitals Optimization.
- Algorithm Update Recovery.
- Team Leadership & Collaboration.

PROFESSIONAL EXPERIENCE

SEO Team Lead

Feb 2022 - Present

iCliniq – Coimbatore, India

- Led SEO** team providing strategic direction, **mentorship**, and performance management for analysts and content specialists
- Developed and executed comprehensive **B2B & B2C SEO strategy** for healthcare SaaS platform achieving **Top 3 Google rankings** for 50+ competitive keywords.
- Conducted **On-page & technical SEO audits on 100K+ pages** using Screaming Frog identifying and resolving crawlability, indexation, and performance issues
- Optimized **Core Web Vitals to 90%+ scores** improving site speed, mobile performance, and user experience.
- Implemented **link building strategies** securing high-quality backlinks from authoritative healthcare and medical publications
- Recovered **40% organic traffic post-Google Core Update** through targeted technical fixes and content optimization
- Collaborated with development, content, and design teams ensuring SEO best practices in all website initiatives
- Created weekly and monthly performance dashboards presenting insights and strategic recommendations to leadership

SOFT SKILLS

- Analytical Thinking
- Communication
- Collaboration with Dev Teams
- Problem-Solving
- Adaptability to Emerging Search Tech

LANGUAGES

- English
- Tamil
- Telugu

WORK EXPERIENCE

SEO Analyst

Jul 2020 - Dec 2021

Squadcube Solutions, Madurai

- Managed SEO for **multiple client brands** across diverse industries in fast-paced agency environment
- Developed and executed **SEO strategies for B2B SaaS**, professional services, and e-commerce clients
- Conducted keyword research, technical audits, and on-page optimization for 5+ client brands
- Implemented **link building initiatives and tracked performance** using Google Analytics and Search Console
- Managed client relationships providing regular performance reports and strategic recommendations

SEO Consultant & Web Dev

May 2018 - Jul 2020

Freelancer - Coimbatore

- Provide **SEO consulting services** for **B2B brands, small businesses**, and startups across various industries.
- Conduct **technical SEO audits**, keyword research, and optimization strategies for diverse client portfolio.
- Design and develop SEO-friendly websites using **WordPress**, HTML, CSS achieving **90%+ Page Speed scores**.
- Manage end-to-end digital marketing including **Google Ads, social media**, and content marketing,

KEY ACHIEVEMENTS

- 500% Organic Traffic Growth: Scaled **B2B & B2C healthcare** platform from **100K to 600K** monthly visits in 30 days.
- Achieved **1M AI Citation** in 30 days.
- Top 3 Google Rankings: Achieved **first-page rankings** for 50+ competitive keywords in **US market**
- Algorithm Recovery Expert: **Recovered 40% organic traffic** post Google Core Update through strategic optimization.
- Technical SEO at Scale: **Optimized 100K+ pages** improving crawlability, indexation, and Core Web Vitals (90%+)
- Keyword Research Excellence: Identified 200+ high-value keyword opportunities through **deep competitive analysis**.
- Team Leadership: Successfully **managed SEO team** and collaborated with cross-functional teams on strategic initiatives

CERTIFICATIONS

- **Mobile, International, and Local SEO**
- **Technical SEO**
- **Web Development**
- **Data Analytics Workshop**
- **Introduction to Generative AI**