

JIGAR SHAH

SEO & AI Search Specialist · Organic Growth & Demand Generation

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PROFESSIONAL SUMMARY

SEO and AI Search specialist with 10 years driving organic growth for trust-sensitive, competitive brands across Australia, the USA, the UK, and India. Combine technical SEO, content strategy, local SEO, and AI search visibility (AEO/GEO) to grow rankings, organic traffic, and qualified pipeline. Currently Growth & Demand Generation Lead at Pacific Group of Companies, owning organic acquisition and full-funnel conversion across 10+ brands in education, migration, healthcare, finance, e-commerce, and home services.

CORE SKILLS

- **Search & Technical:** Technical SEO, On-Page SEO, Local SEO, Programmatic SEO, Keyword & Intent Research, Schema Markup (JSON-LD), Core Web Vitals, Link Building, E-E-A-T, Site Migrations
- **AI Search:** Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Google AI Overviews, ChatGPT / Perplexity / Gemini Visibility, Entity SEO & Knowledge Graph
- **Growth & Analytics:** Content Strategy, Conversion Rate Optimization (CRO), Demand Generation, Funnel Optimization, Analytics & Attribution, A/B Testing

PROFESSIONAL EXPERIENCE

SEO & AI Search Specialist — Pacific Group of Companies

2022 – Present

- Own organic acquisition and full-funnel conversion across 10+ brands in the USA, Australia, UK, and India, integrating technical SEO, content strategy, local SEO, and AI search visibility.
- Grew Pacific Accounting & Business Services (pacificabs.com, US outsourced accounting) to #1 for “best outsourced accounting services” and #2 for “outsourced accounting services” (4,400/mo), reaching \$24.2K/month in organic traffic value and 1,942 ranking keywords (105 in Top 3).
- Scaled that brand from under 500 to 1,600+ monthly organic sessions — 9,190 clicks and 2.88M impressions (GSC, Jun 2025–May 2026) — via pillar-and-cluster content and FAQ / Service / Organization schema.
- Built AI Search visibility (AEO/GEO) earning brand citations across ChatGPT, Google AI Overviews, Perplexity, and Gemini, using direct-answer content, FAQ schema, and entity / Knowledge-Graph optimization.
- Managed 50+ Google Business Profiles across multi-city local SEO programs (categories, posts, reviews, NAP consistency, city landing pages), driving commercial-intent local visibility and leads.
- Built scalable content and AI-assisted automation workflows that accelerated execution 40–50%, and reported performance to leadership through GA4 and Looker Studio dashboards.
- Led a cross-functional team of 6–10 across SEO, content, and engineering, building organic programs that generated ~\$290K in annual organic traffic value (≈ ₹2.4 Cr) — annualized from the \$24.2K/month SEMrush traffic-cost equivalent earned on pacificabs.com.

Senior SEO Analyst — PSM Digital Agency

2018 – 2022

- Managed organic growth and demand generation for 10+ global clients (SaaS, B2B, local services) across Australian, US, and UK markets.
- Scaled an Australian multi-location home-services brand (plumbing, electrical, HVAC) to 15.3K ranking keywords and 27K monthly organic visits, with 100% non-branded traffic.
- Built 23.8K+ backlinks from 1,400+ referring domains (87% dofollow) through local citations, industry directories, and homeowner publications.
- Led large-scale technical SEO — site migrations, crawl optimization, indexation — and improved Core Web Vitals from 45% to 82%, lifting conversion rate and revenue per session.
- Ranked 120+ high-intent local keywords in the Top 10 (40+ in Top 3); built local SEO / GBP programs that increased qualified leads by 35%.
- Created SEO frameworks and SOPs that improved delivery efficiency 25%, and mentored a team of 5+ analysts.

- Executed SEO and acquisition strategies for SMB clients across healthcare, retail, and services.
- Built foundational expertise in technical SEO, analytics (GA4, GSC), and keyword strategy.

TOOLS & PLATFORMS

- **Analytics & Reporting:** GA4, Google Search Console, Google Tag Manager, Looker Studio
- **SEO Research & Auditing:** SEMrush, Ahrefs, Screaming Frog, Surfer SEO, AnswerThePublic
- **Local SEO:** Google Business Profile, BrightLocal, Moz Local
- **Technical & Schema:** Schema.org Validator, Rich Results Test, PageSpeed Insights, GTmetrix
- **AI Tools:** ChatGPT, Claude, Gemini, Perplexity, Google AI Studio
- **CMS & Content:** WordPress, Yoast SEO, Rank Math, Elementor, Shopify, WooCommerce, Notion, Canva

CERTIFICATIONS

Google Analytics 4 · Google Tag Manager · Google Ads Search · SEMrush

EDUCATION

MCA (Master of Computer Applications) — Ahmedabad University

BCA (Bachelor of Computer Applications) — Patan University