

# BOBBY KALLEPALLI

SEO Strategist

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## PROFESSIONAL SUMMARY

Results-driven SEO Strategist with **3+ years of hands-on experience** in on-page/off-page optimization, technical SEO, and data-driven content strategy. Demonstrated success in driving a **30% average increase in organic traffic** within six months for diverse clients. Proficient in Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, and Screaming Frog. Adept at translating complex SEO insights into actionable strategies that improve search rankings, boost website visibility, and support business growth.

## WORK EXPERIENCE

### WOWWW DIGITAL MARKETING AGENCY

Aug 2024 – Present

*SEO Strategist*

- Develop and execute multi-channel SEO strategies for 10+ clients across e-commerce, real estate, and service industries, achieving consistent top-10 keyword rankings.
- Conduct comprehensive technical SEO audits using Screaming Frog and SEMrush; resolved crawl errors, duplicate content, and broken links — improving Core Web Vitals scores by 25%.
- Lead keyword research and competitive gap analysis using Ahrefs and Moz, identifying 100+ high-intent keywords per client to fuel targeted content roadmaps.
- Collaborate with content teams to produce SEO-optimized articles and landing pages, increasing click-through rates (CTR) by 18% through structured data and meta optimization.
- Monitor and report on KPIs including organic sessions, bounce rate, and conversion rate using Google Analytics 4 and Google Search Console; present monthly performance dashboards to stakeholders.

### CI WEB GROUP

May 2024 – Aug 2024

*SEO Strategist*

- Managed on-page and off-page SEO for home services and B2B clients, improving average domain authority by 10+ points within three months.
- Executed local SEO strategies including Google Business Profile optimization, citation building, and geo-targeted landing pages — increasing local search visibility by 35%.
- Performed competitor analysis to identify backlink opportunities and content gaps, supporting a 20% growth in referring domains.
- Coordinated with developers to implement technical fixes including schema markup, canonical tags, and XML sitemap updates.

### DWEB SOLUTION

Dec 2022 – Apr 2024

*SEO Executive*

- Assisted in developing and executing SEO strategies for 15+ client websites, contributing to a 30% average increase in organic traffic within the first six months.
- Implemented on-page optimization techniques including meta tag optimization, header tag structuring, and internal linking to improve crawlability and relevance signals.
- Supported link-building campaigns through guest posting, directory submissions, and outreach, resulting in measurable improvements in domain authority.
- Tracked keyword rankings and organic performance using SEMrush and Google Search Console, preparing weekly and monthly reports for clients.

## CORE SKILLS & TOOLS

SEO Strategy & Planning

On-Page & Off-Page Optimization

Technical SEO Auditing

Keyword Research & Analysis	Local SEO Optimization	Link Building Strategies
SEO Content Strategy	Competitor & Gap Analysis	Core Web Vitals Optimization
Google Analytics 4 (GA4)	Google Search Console	Performance Reporting & KPIs
SEMrush   Ahrefs   Moz	Screaming Frog   Surfer SEO	Schema Markup & Structured Data

## EDUCATION

### **Master of Business Administration (MBA) — HR & Marketing Management**

V.V.S PG College, Adikavi Nannaya University | Pass out: 2024 | Percentage – 71%

### **Bachelor of Science (BSc) — Mathematics, Physics & Computer Science (MPCS)**

S.K.V.T. Degree College, Adikavi Nannaya University | Pass out: 2022 | Percentage – 63 %

## LANGUAGES

English (Professional Proficiency) | Telugu (Native)