

NILESH PATEL

SEO Executive

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📍 Vasna, Ahemdabad

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ABOUT ME

High-impact SEO Executive with 3 years of experience, specializing in driving organic growth through Technical SEO, On-page SEO, Local SEO, AEO, GEO, SEO Automation, and AI/LLM-driven strategies. Proven success in increasing organic traffic by 35% in 5 months while mentoring 11 team members. Skilled in cross-functional collaboration, comprehensive site auditing, and leveraging tools like Google Search Console, Google Analytics, SEO automation workflows, and LLM-powered AI tools to streamline processes, optimize content strategies, and boost overall efficiency.

EDUCATION

Bachelor of Computer Application (BCA)

GLS University 2019-2021

Advance Program In Digital Marketing

Ahmedabad School of Digital Marketing (ASDM) 2022

WORK EXPERIENCE

AIS Technolabs Pvt Ltd

SEO Executive 2022 - Present

- Achieved 35% organic traffic growth in 5 months through advanced on-page SEO, content optimization, and technical SEO strategies.
 - Created and optimized 1000 + SEO-friendly blogs and web pages, improving keyword rankings, SERP visibility, and overall content quality.
 - Utilized LLM-powered AI tools (ChatGPT, Gemini, etc.) for keyword research, semantic SEO, content optimization, automation, and SEO reporting.
 - Implemented AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization) to increase visibility in featured snippets, People Also Ask, voice search, and AI-driven search results.
 - Conducted technical SEO audits, resolving crawl errors, improving Core Web Vitals, site speed, mobile optimization, schema markup, and sitemap issues.
 - Managed WordPress and other CMS platforms, ensuring SEO-optimized publishing, metadata, and structured content implementation.
 - Optimized Google My Business (GMB) profiles to improve local SEO performance, map rankings, reviews, and user engagement.
 - Collaborated with developers, designers, content teams, and clients to deliver high-quality SEO projects within timelines.
 - Trained and mentored 11 freshers in SEO, content writing, CMS management, AI tools, automation, AEO, and GEO.
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SKILLS & TOOLS

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| • Search Engine Optimization (SEO) | • Technical SEO Audits |
| • AEO & GEO | • WordPress & CMS Management |
| • LLM-Powered SEO Tools | • Local SEO & GMB Optimization |
| • Keyword Research & Semantic SEO | • SEO Analytics (Google Analytics, Search Console) |
| • Content Strategy & SEO Content Optimization | • Automation & Reporting Tools |