

Disha Mehta

SEO Executive

About Me

Results-driven SEO Executive with 2 years and 4 months of hands-on experience in driving organic growth through strategic On-Page, Off-Page, and Technical SEO practices. Skilled in keyword research, content optimization, site audits, internal linking, schema markup, Core Web Vitals, and backlink building to improve search visibility and rankings. Also familiar with Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) to optimize content for AI-driven search and featured snippet results.

Key Skills

- SEOTools: GA4, GTM, GSC, SEMrush, Screaming Frog, PageSpeed Insights, SEOptimer
- On-Page SEO: Keyword research, Content optimization, Meta tags, Internal linking
- Off-Page SEO: Link building, Guest posting, Backlink analysis
- Technical SEO: Site audit, Page speed, Mobile SEO, Schema Marketing
- GEO: Optimized content for AI search using structured data, semantic SEO, and conversational query optimization.
- AEO: Optimized content for featured snippets, FAQs, and voice search to improve answer-based search visibility.
- Other: Excel/Sheets reporting, Competitor analysis, Audit Report

Tools



Contact



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Ahmedabad, Gujarat

Education

HSC, (2019)

Sheth K.T High School, Khedbrahma

B.com, (2022)

JG college of commerce | JG University

CGPA: 6.49

Digital Marketing Course (Sept. 2022 -

April 2023)

Brandveda

Work Experience

JUNIOR SEO EXECUTIVE | VIHA DIGITAL COMMERCE

July 2023 – November 2024 | Ahmedabad, India

Conducted thorough keyword research to identify valuable search terms. Optimized on-page elements, including meta tags, headings, and internal links. Executed off-page optimization strategies to boost domain authority. Conducted technical SEO audits to enhance site performance and usability. Developed and implemented effective link-building strategies. Utilized SEO tools like SEMrush, Ahrefs, Canva, and Screaming Frog for analysis. Monitored website performance using Google Search Console and Google Analytics. Analyzed traffic data and generated actionable insights for SEO improvement. Collaborated with content creators to produce SEO-friendly content. Stayed updated with the latest SEO trends and algorithm changes.

ICECUBE DIGITAL - SEO EXECUTIVE

Feb 2025 - Feb 2026 | Ahmedabad, India

Managed SEO projects across multiple industries, handling on-page, off-page, and technical SEO. Applied data-driven strategies to boost rankings, improve site performance, and increase organic traffic through effective audits, content optimization, and reporting.

Key Achievements

Boosted organic traffic through strategic SEO, keyword research, backlinks, and content optimization.

Improved site speed from 35→85+ (Mobile) and 58→95+ (Desktop) via technical SEO, plugin optimization, image compression, and CDN setup.

Optimized 150+ meta titles & descriptions, increasing CTR by 25%.

Built high-quality backlinks to strengthen domain authority and drive referral traffic.

Delivered actionable SEO reports to guide client business decisions.