



DEBJIT MUKHERJEE

SEO Portfolio

ABOUT MY SEO APPROACH

With over 5 years as a Digital Marketing Manager, I bring a specialized focus on driving organic growth through strategic SEO. My experience spans industries such as finance, hydraulic equipment, insurance, and education, where I've enhanced search rankings, online visibility, and lead generation for clients. My approach is data-driven, integrating technical SEO, keyword optimization, and a refined content strategy to achieve impactful results.

KEY SEO SKILLS AND SERVICES

- **Keyword Research & Analysis:** Identifying high-value keywords tailored to each sector to maximize reach and conversions.
 - **On-Page Optimization:** Ensuring optimized site content, architecture, and metadata for visibility and user engagement.
 - **Technical SEO:** Expertise in optimizing site speed, mobile compatibility, and indexing to remain competitive.
 - **Link-Building Strategies:** Proven success in building quality backlinks to boost domain authority and drive referral traffic.
 - **Local SEO:** Utilizing local search optimization, Google My Business, and reviews for enhanced local visibility.
 - **Performance Analysis:** Skilled in data-driven reporting using analytics tools, adapting strategies to deliver measurable results.
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INDUSTRY-SPECIFIC SEO ACHIEVEMENTS

- **Chatterjee Consultancy Services (Finance):** Developed an SEO strategy that grew organic leads by 35% in one year, securing competitive financial keyword rankings and optimizing landing pages for user engagement.
 - **Hydrocraft Engineers (Hydraulic Equipment):** Increased search visibility by 40% through technical SEO and content strategy, positioning the company as a B2B authority and boosting inbound leads.
 - **Ginteja Insurance Brokers Private Limited (Insurance):** Created a keyword-optimized blog strategy, resulting in a 50% traffic increase and a 30% rise in policy inquiries from organic sources.
 - **Educrat IAS Academy Private Limited (Education):** Designed an SEO strategy focused on program-related keywords, enhancing rankings and increasing program inquiries by 20%.
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SAMPLE SEO RESULTS

- **Keyword Rankings:** Consistently achieved top 3 rankings for high-traffic keywords in competitive sectors.
 - **Traffic Growth:** Delivered year-over-year organic traffic growth of 20%-50% across clients.
 - **Lead Generation:** Successfully enhanced lead acquisition from organic channels, leading to a high ROI for clients across various industries.
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