



MANISH ANAND

TECHNICAL SEO STRATEGIST | ENTERPRISE SEO | AI-DRIVEN
SEARCH OPTIMIZATION

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PROFESSIONAL SUMMARY

Technical SEO Strategist with 10+ years of experience driving organic growth for enterprise, eCommerce, and B2B brands through technical SEO, schema/entity optimization, scalable architecture, Core Web Vitals, and Google AI Overviews strategies.

SKILLS

- **Core SEO:** Keyword Research, Keyword Intent Mapping, On-Page Optimization, Internal Linking, Off-Page SEO, Link Building, Web Analytics, Content Marketing, E-commerce SEO, Topic Clusters, Search Intent Analysis, E-E-A-T Alignment
- **Technical SEO:** Crawlability & Indexation, Site Architecture, Core Web Vitals & Performance Optimization, JavaScript SEO, Schema Markup & Entity SEO, International SEO (hreflang, geo-targeting), Site Migrations, Server & Hosting Fundamentals
- **AI & Modern Search:** AI-Powered Content Optimization, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), SGE Visibility Optimization
- **Tools & Platforms:** Google Analytics, Google Search Console, SEMrush, Screaming Frog, SurferSEO, Ahrefs, Google Tag Manager, HTML/CSS, Microsoft Clarity, WordPress, Shopify, HubSpot
- **Leadership:** SEO Roadmaps, Cross-Functional Collaboration, Team Mentoring, Stakeholder Communication

WORK EXPERIENCE

Associate Manager - SEO

SilverXis LLP

📅 Feb 2025 - Aug 2025, 📍 Ahmedabad, Gujarat

- Led the planning and execution of enterprise SEO strategy aligned to business goals, resulting in measurable improvements in organic visibility, traffic growth, and conversion performance.
- Increased organic traffic by +28% in by deploying a strategic content and technical SEO roadmap.
- Reduced crawl waste by identifying and eliminating duplicate and low-value URLs, fixing rendering issues, and restructuring internal linking.
- Reduced LCP and CLS across key page templates, resulting in 92% of templates meeting Google's Core Web Vitals thresholds.
- Implemented AEO and GEO-focused content frameworks by restructuring landing pages for conversational FAQs, entity coverage, and semantic depth to improve visibility in Google AI Overviews results.

- Implemented entity-based schema (FAQ, HowTo, Product, Organization, Breadcrumb) to improve eligibility for SERP features, rich results, AI understanding, and answer engine visibility.
- Optimized content architecture using topic clustering + intent mapping, improving performance across “People Also Ask”, featured snippets, and long-tail informational queries.
- Monitored and analyzed performance using GA4, GSC, Ahrefs, SEMrush, Screaming Frog, and SurferSEO to report impact across rankings, CTR, traffic, and conversion metrics, presenting insights to stakeholders.
- Led SEO alignment across product, content, and development teams; introduced SOPs that reduced delivery time by 35%.
- Leveraged AI platforms (ChatGPT, Perplexity, Claude, Gemini, NotebookLM, Surfer AI, etc.) to accelerate research, optimize content at scale, expand keyword clusters, and automate reporting efficiencies.
- Mentored a team of SEO analysts, introducing AI-assisted keyword research, SERP analysis, and content briefing workflows that reduced content preparation time by 50-70%.
- Continuously evaluated algorithm updates, AI-search trends, and emerging tools to refine strategy and maintain competitive advantage in evolving SERP and SGE environments.

Senior Digital Marketing Executive

Futurism Technologies Pvt. Ltd.

 Feb 2015 - Dec 2024,  Pune, Maharashtra

- Executed integrated digital marketing strategies aligned with business goals, managing and optimizing campaigns across SEO, Google Ads, Bing Ads, Meta Ads, social media, email marketing, content promotion, and PR initiatives.
- Scaled organic traffic by 60-80% YoY depending on project.
- Improved ranking footprint from position 90 to top 10 position for 500+ keywords through topic clusters, competitor benchmarking, and SERP intent mapping.
- Managed multi-channel organic acquisition funnel, improving organic conversions by 18% and reducing CAC by 22%.
- Oversee the creation and curation of high-quality, engaging content that resonates with target audiences.
- Led AEO initiatives across multiple projects by optimizing content for direct answers, question-based search intent, and snippet-ready formatting to improve SERP ownership.
- Built GEO content strategy by improving entity coverage, strengthening internal topic networks, and aligning pages for AI-generated summaries and citation-style visibility.
- Implemented structured data enhancements (FAQ, Article, Product, Review, LocalBusiness) to improve AI interpretation, structured extraction, and rich-result eligibility.
- Optimized blog content for AEO and GEO by restructuring posts into question-led formats, strengthening entity coverage, and improving snippet-ready sections to increase visibility in AI-generated search results.
- Executed large-scale topic cluster content strategy (pillar pages, blogs, landing pages, category hubs), driving a 4x increase in non-brand traffic.
- Built link acquisition and digital PR systems, earning 50+ high-authority backlinks (DR - 60+) organically.
- Collaborated with development teams to fix canonicalization, indexing gaps, pagination duplication, and rendering issues, increasing index coverage from 71% → 96%.

Associate Digital Marketing Executive

Futurism Technologies Pvt. Ltd.

Feb 2011 - Jan 2015, Pune, Maharastra

- Supported SEO and campaign execution across content, technical optimization, analytics tracking, and reporting.
- Collaborated with senior team members to ensure campaigns are aligned with business goals and objectives.
- Assist with SEO activities such as keyword research, on-page optimization, and technical SEO improvements.
- Conducted audits and implemented foundational on-page SEO increasing ranking velocity and non-brand traffic by 30%.
- Monitored keyword rankings and implement strategies to improve performance.

CERTIFICATIONS

- Google Analytics Certification
- SEO Certification (HubSpot)
- AI Search Optimization Expert (Surfer SEO)
- Technical SEO and AI Search Essentials (SEMRush)
- SEO with SEMRush
- Keyword Research with SEMRush
- SEMRush Site Audit
- GA4 Mastery (Optimize Smart)
- Fundamentals of GTM (Simplilearn)
- Google My Business (Skill Nation)
- ChatGPT & AI in Microsoft Office (Skill Nation)

PERSONAL STRENGTHS

- Communication
- Team Collaboration
- Problem-Solving
- Critical Thinking
- Time Management
- Adaptability

KEY ACHIEVEMENTS

- +80% Organic Traffic Growth (YoY)
- +28% Traffic Growth in 5 Months
- 92% Core Web Vitals Pass Rate
- 52% Increase in Crawl Efficiency
- 18% Conversion Rate Lift
- 15% Market Share Growth (new user segment)

EDUCATION

Master of Computer Applications

University of Pune (66%)
2010

Bachelor of Science in Physics

BNMU University (71%)
2004

Senior Secondary (12th)

C.B.S.E Board (55%)
2001

Matriculation(10th)

C.B.S.E Board (64%)
1997

LANGUAGES

English ●●●●● Hindi ●●●●●