

RAVI OJHA

Senior AEO/GEO & SEO Strategist | Digital Analytics

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SUMMARY

AI Search and Organic Growth Strategist with 10+ years of experience building scalable visibility systems across Technical SEO, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Programmatic SEO, and Digital Analytics. Experienced in designing content architectures, internal linking frameworks, schema implementation, and AI-ready content strategies that improve discoverability across Google Search, Google AI Overviews, Answer assistants, ChatGPT, Claude, and other LLMs.

EXPERIENCE

Head of SEO & AEO/GEO | Telegaon | Bengaluru, India | Aug 2022 – Present

- Led end-to-end SEO, AEO, and GEO strategy to improve discoverability across traditional search engines and AI-powered search experiences.
- Increased organic traffic by 250% within six months through technical SEO, scalable content planning, and search optimization initiatives.
- Built and managed a 550+ article knowledge hub, establishing strong topical authority across finance, AI, crypto, and blockchain technology.
- Enhanced site architecture, internal linking, metadata, and information hierarchy to improve machine interpretation and search performance.
- Conducted ongoing experimentation with Generative Engine Optimization (GEO) and AI Search strategies for improved visibility in emerging search environments.
- Leveraged Google Analytics GA4, Google Search Console, and SEO tools to identify opportunities, monitor performance, and prioritize optimization efforts.

SEO Consultant | Dicetek LLC | Dubai, UAE | Jun 2021 – Jul 2022

- Improved website search visibility by 70% through technical SEO audits, site optimization, and content enhancements.
- Increased organic app installs by 35% across 15+ mobile applications through integrated SEO and App Store Optimization strategies.
- Implemented structured metadata, keyword optimization, and content improvements to strengthen discoverability.
- Configured and monitored GA4 and analytics platforms to evaluate user behavior and campaign performance.
- Delivered data-driven recommendations that improved organic growth and marketing performance.

Digital Marketing Manager | C-TEL | Hyderabad, India | Jun 2020 – Jun 2021

- Increased mobile app installs by 40% through ASO, SEO, paid acquisition, and continuous optimization.
- Grew website traffic by 60% through content improvements and technical SEO initiatives.

- Monitored campaign and website performance using Analytics platforms to guide optimization decisions.
- Managed integrated marketing campaigns across SEO, Google Ads, and Meta Ads with a strong focus on measurable ROI.

Head of SEO and Analytics | Vrozart Health | Gurugram, India | Dec 2019 – May 2020

- Led SEO strategy and analytics to drive patient acquisition through organic search across Africa, North America, and Central Asia.
- Optimized technical SEO, on-page content, and international search visibility to improve rankings for high-intent medical treatment keywords.
- Monitored website performance using Google Analytics and Search Console, delivering insights to improve traffic, lead generation, and conversion rates.

SEO Specialist | UC Browser (News Section) | Gurugram, India | Oct 2018 – Nov 2019

- Executed on-page, technical, and content SEO strategies to improve organic visibility and user acquisition across key markets.
- Conducted keyword research, performance analysis, and competitor benchmarking to optimize search rankings and drive sustainable organic traffic.

SEO Content Writer | Revolt Press | New Delhi, India | June 2015 – Sep 2018

- Created 1000+ SEO-optimized articles, blogs, and web content aligned with keyword research and user search intent.
- Collaborated with editorial and marketing teams to improve organic traffic through high-quality, search-friendly content.

SKILLS

SEO: Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), AI Search Optimization, LLM Visibility, AI Content Strategy, Programmatic SEO, Site Architecture

Analytics: Google Analytics GA4, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Looker Studio, Microsoft Clarity, Adobe Analytics, PostHog

CMS Platforms: WordPress, Shopify, Webflow, Adobe CMS, Substack, Medium

AI & LLMs: AI-Assisted Content Workflows, Prompt Engineering, Vibe Coding, ChatGPT, Claude, Perplexity, DeepSeek, Qwen

EDUCATION

Bachelor of Arts (English) | University of Delhi | 2012 – 2015