

# Kapil Saini

SEO EXECUTIVE

## CONTACT

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Gurgaon / Delhi NCR

## SEO SKILLS

On-Page SEO

Keyword Research

Link Building

Competitor Analysis

Technical SEO

## TOOLS

Ahrefs SEMrush GSC

GA4 Screaming Frog

WordPress Rank Math

## CERTIFICATIONS

Fundamentals of Digital Marketing  
Coursera

SEO Full Course  
Coursera

Google Analytics Certification  
Google

Google Search Console Fundamentals  
Google

## EDUCATION

**MBA — Marketing / Digital**

PSIT College · 2025

**Bachelor's Degree**

CSJMU · 2023

## LANGUAGES

English — Professional

Hindi — Native

## PROFILE

SEO Executive with 1+ year of experience managing 3 live domains in the UAE visa niche. Achieved 3x impression growth and 100%+ daily clicks increase on DubaiVisitVisa. Ranked 10+ pages in Google Top 10 through targeted on-page, technical, and off-page SEO. Skilled in schema markup, content strategy, competitor analysis, and backlink building. MBA graduate with a performance-first mindset.

## KEY RESULTS

3x

Impressions Growth DubaiVisitVisa

100%+

Daily Clicks Increase (GSC Verified)

3

Live Domains Handled Solo

## WORK EXPERIENCE

### SEO Executive

Nov 2025 – Present

Boolment Software Solutions — Gurgaon | dubaivisitsvisa.com · uaevisaonline.com · emiratesvisa.online

- Achieved 3x impression growth and 100%+ daily click increase for DubaiVisitVisa via on-page optimisation and content restructuring.
- Ranked 10+ pages in Google Top 10 for UAEVisaOnline through meta optimisation, internal linking, and keyword mapping.
- Executed backlink building strategy for EmiratesVisaOnline — outreach, niche directories, and editorial placements.
- Conducted competitor gap analysis using Ahrefs/SEMrush to surface missing keyword and backlink opportunities across all 3 domains.
- Implemented schema markup (FAQPage, Article) and E-E-A-T signals to strengthen structured data and AI search visibility.
- Performed technical SEO audits with Screaming Frog — fixed crawl errors, improved Core Web Vitals and site speed.
- Produced FAQ-structured blog posts and landing pages designed for featured snippet capture and AI answer engine indexing.
- Monitored GA4 and GSC data to prepare performance reports and adapt strategies to algorithm updates (SGE, Gemini).

### SEO / Digital Marketing Intern

7 Months

Ohm Exports

- Assisted with on-page SEO, content optimisation, and keyword research for export business website.
- Gained hands-on experience with Google Analytics and Search Console for performance tracking.

### Summer Intern

1 Month

Wilshire Pharmaceuticals

- Exposure to business operations and digital presence management.

## CORE COMPETENCIES

On-Page SEO Off-Page SEO Technical SEO Keyword Research Competitor Analysis  
Schema Markup Featured Snippets E-E-A-T Content Strategy Backlink Building  
Internal Linking CTR Optimisation SEO Audits AEO / AI Search Core Web Vitals

## PROJECTS

### AEO Content Architecture - emiratesvisa.online

2025–2026

- Built FAQ and guide pages targeting featured snippets and AI answer discovery on Google SGE and Bing Copilot.
- Applied schema markup (FAQPage, Article, BreadcrumbList) to improve entity recognition and structured data signals.

### Multi-Domain On-Page SEO Overhaul

2025

- Audited and restructured metadata, heading hierarchy, and internal linking across 3 domains for search intent alignment.
- Resolved crawl errors, improved page speed, and raised Core Web Vitals scores with the development team.