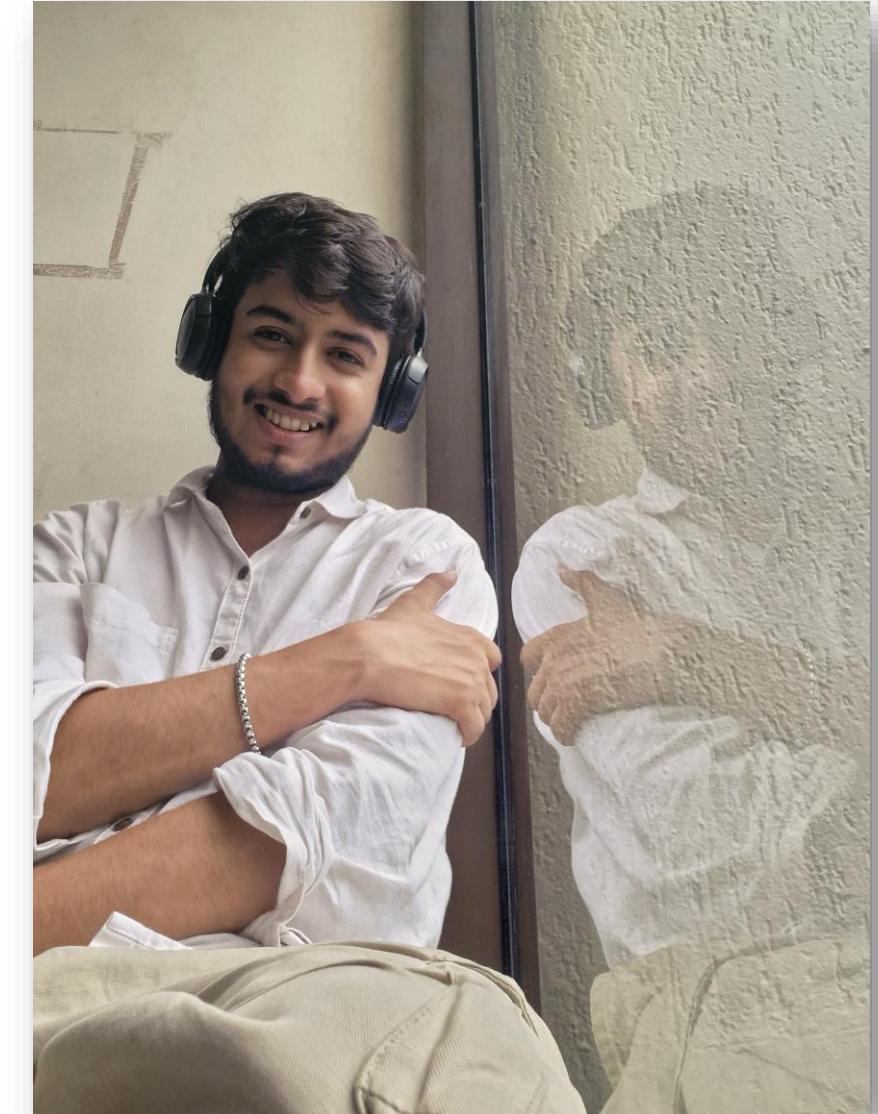


I'm Yashdeep Kaushal  
SEO & Organic Growth Strategist

Your **Trusted Partner**  
for Professional  
**SEO** Excellence



**This is me**



**I am an SEO Manager with nearly 5 years of experience helping 40+ brands—across B2B, B2C, and D2C—scale their organic visibility, traffic, and conversions. My expertise lies in combining traditional SEO frameworks with modern AI-driven search and Generative Search Optimization to deliver sustainable, long-term growth.**

**I specialize in solving real business problems with SEO rather than just rankings — focusing on user intent, search psychology, and revenue outcomes.**

## Core Expertise

- **On-Page SEO Optimization**
- **Technical SEO Audits**
- **Keyword Research & Topic Clusters**
- **Landing Page & Blog Optimization**
- **Schema Markup & Internal Linking**
- **Generative Search Optimization / AI Overview SEO**
- **GMB / Local SEO**
- **Competitor Analysis & Opportunity Mapping**
- **SEO Reporting & Forecasting**
- **YouTube SEO Optimization**
- **Content Calendar Strategy & Execution**

**Ready to elevate your SEO revenue-reach out to start  
your success journey!**

[kaushalyashdeep7@gmail.com](mailto:kaushalyashdeep7@gmail.com)



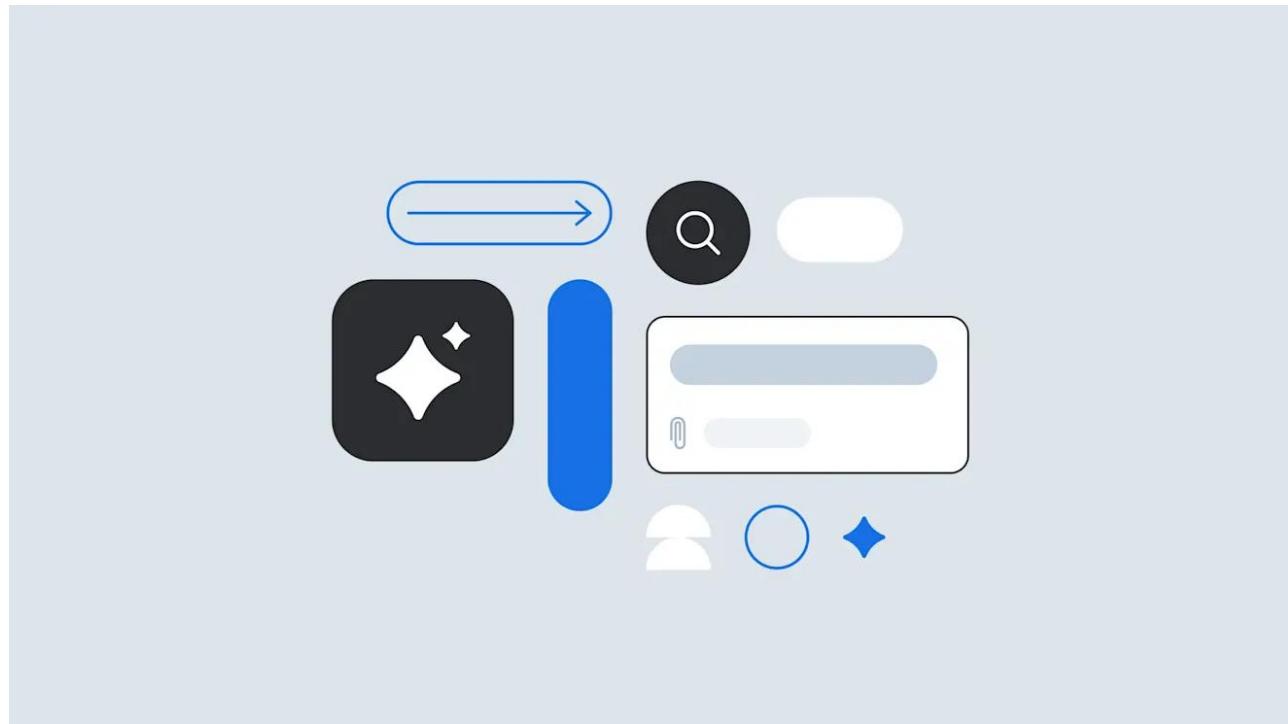
## Generative Search Optimization / AI-Driven SEO

I specialize in adapting SEO strategies to changing search algorithms — especially AI-powered search experiences like:

- Google AI Overview
- Bing Copilot Search
- ChatGPT / LLM-Based Search

My frameworks include:

- Building long-form context-rich content
- Meaning-based keyword targeting
- Full FAQ + People Also Ask coverage
- Entity-driven content + topical authority
- Zero-click search optimization



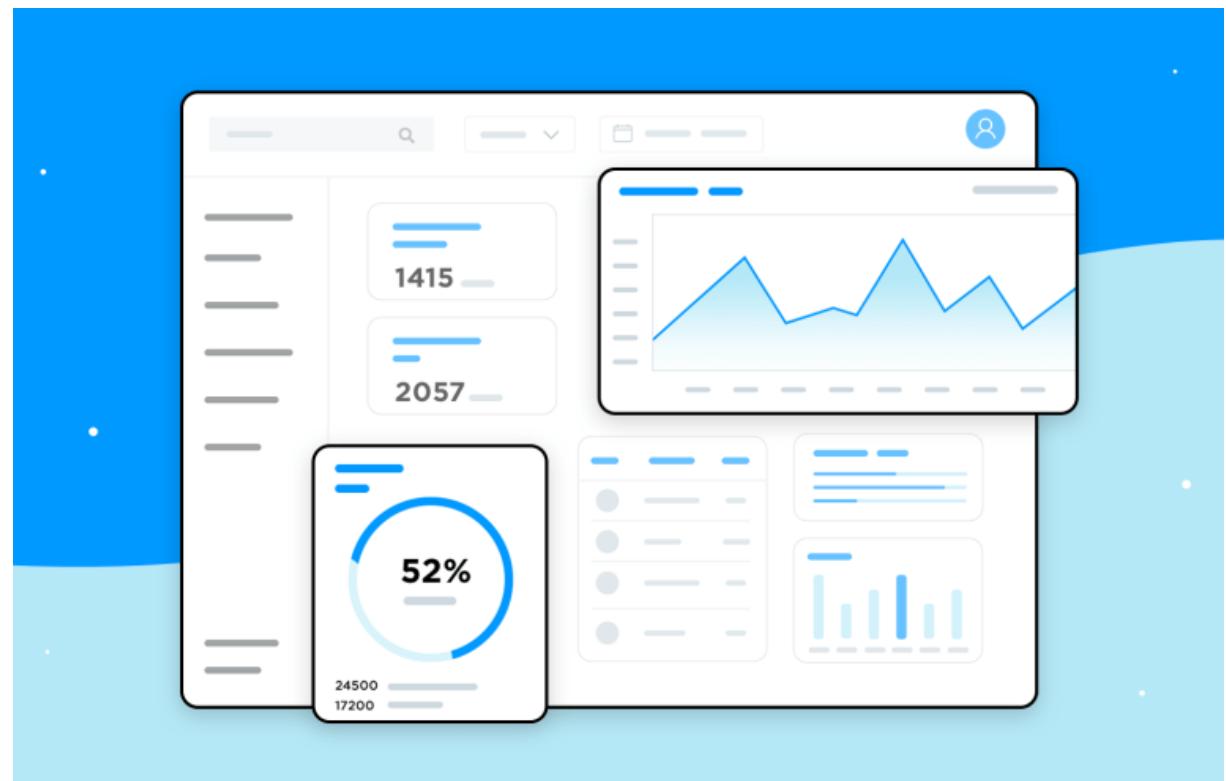
## Niches I have handled

- Restaurants & Cafes
- SAAS Industry
- Real Estate Industry
- Salons
- Coworking Spaces
- International Accommodations
- BSFI Industry
- Food & Snacks Industry
- Dentistry Industry
- Textile & Jewellery Industry
- Interior Designers
- Health Industry
- Precision Industry



## Tools & Platform

- Google Analytics
- Google Search Console
- Google Looker Studio
- Ahrefs
- SEMrush
- Screaming Frog
- Surfer SEO
- Yoast / Rank Math
- WordPress / Shopify / Webflow
- TubeBuddy / VidIQ (YouTube SEO)
- PageSpeed Insights & GTmetrix



# **Projects & Collaborations**

# IDFC FIRST BANK — DIGITAL ORGANIC GROWTH CASE STUDY

- ◆ **Industry:** Banking & Finance
- ◆ **Objective:** Boost organic discovery for financial products

## Key Results

- ⭐ Organic Clicks Growth: **+180%**
- ⭐ Product Page Impressions: **+230%**
- ⭐ High-Intent Keyword Ranking: **+62 rank improvement average**
- ⭐ Lead Form Submissions (SEO): **+38%**

## What I Did

- ✓ Commercial-intent keyword mapping across key BFSI products
- ✓ Schema for **credit cards, loans & deposits**
- ✓ Search intent-first blog strategy (financial literacy + CTAs)
- ✓ Technical & site navigation improvements

## Generative Search Optimization & AI Overview

- ◆ Structured product content for **AI search answer summaries**
- ◆ Converted product USPs into **AI extractable bullet format**
- ◆ Included **comparisons, eligibility & calculator references** to support Gen-AI search inclusion

## Highlights

- 🏆 Top 5 for “**best personal loan interest rate India**”
- 🏆 SEO became a **major contributor to qualified leads**



# PIDILITE — ORGANIC EXPANSION CASE STUDY

- ◆ **Industry:** Adhesives & Home Improvement
- ◆ **Objective:** Improve organic visibility for SKUs & B2B

## Key Results

- ⭐ Organic Traffic: **+210%**
- ⭐ Page-1 Product Keyword Coverage: **+132%**
- ⭐ Distributor Leads: **+47%**
- ⭐ Bounce Rate: **-18%**

## What I Did

- ✓ Product-use case content mapping
- ✓ Semantic internal linking structure
- ✓ Technical SEO — indexation, crawl budget
- ✓ Product + solution blog funnels

## Generative Search Optimization & AI Overview

- ◆ Published **problem + product + DIY solution** formats for **AI suggestion pull-through**
- ◆ Added **step-by-step and comparison blocks** to increase **AI response inclusion rate**
- ◆ Ensured entity-rich content for **material / surface / adhesive type detection**

## Highlights

- 🏆 Domination across **adhesive & sealant keywords**
- 🏆 Higher **distributor form fills** from organic



# DR BATRA'S — ORGANIC HEALTHCARE GROWTH CASE STUDY

- ◆ **Industry:** Healthcare & Clinics
- ◆ **Objective:** Improve appointment bookings via SEO

## Key Results

- ⭐ Organic Traffic: **+195%**
- ⭐ Appointment Conversions (SEO): **+53%**
- ⭐ Medical Keyword Rankings: **+3X**
- ⭐ Blog Engagement: **+72%**

## What I Did

- ✓ City-wise clinic location page optimization
- ✓ Service-specific content upgrades (Hair / Skin / Homeopathy)
- ✓ CRO for appointment CTAs
- ✓ Medical schema + FAQs

## Highlights

- 🏆 Top 3 for “hair fall doctor near me” searches across metros
- 🏆 SEO became the **largest source of appointment bookings**



# LO! FOODS — ORGANIC GROWTH CASE STUDY

- ◆ **Brand Type:** Low-carb / Keto / Healthy Snacks
- ◆ **Objective:** Scale organic traffic & reduce paid ads dependency

## Key Results

- ★ Organic Traffic: **+270% growth**
- ★ Top 100 Keywords: **+5X increase**
- ★ Paid Dependency: **reduced by 35%**
- ★ Add-to-Cart rate on SEO pages: **+20% higher vs. non-SEO pages**

## What I Did

- ✓ SEO restructuring for category + product pages
- ✓ Topical content clusters (keto + low carb)
- ✓ Tech optimization (Core Web Vitals, image alt, crawl depth)
- ✓ CRO landing pages for festive & combo packs

## Highlights

- 🏆 Ranked **#1 for “keto namkeen online” & “low carb chips India”**
- 🏆 Secured multiple **featured snippets**
- 🏆 Sustained growth without heavy ads

**Tools Used:** Semrush, Ahrefs, GSC, GA4, Surfer SEO, Hotjar



# VIJAY OPTICIANS — LOCAL + ECOM ORGANIC GROWTH CASE STUDY

- ◆ **Industry:** Eyewear Retail
- ◆ **Objective:** Improve store visits & online eyewear sales

## Key Results

- ⭐ Local Search Visibility: **+250%**
- ⭐ Organic Website Traffic: **+165%**
- ⭐ GMB Calls & Direction Requests: **+92%**
- ⭐ Online Orders from SEO Pages: **+58%**

## What I Did

- ✓ Local search & GMB optimization
- ✓ Location + product landing page structure
- ✓ Review generation & UGC strategy
- ✓ Image SEO & vision test content funnel



## Generative Search Optimization & AI Overview

- ◆ Created **AI-friendly local discovery blocks**: brand, price, location, rating
- ◆ Generated **FAQ + frame type + lens type summaries** for AI sourcing
- ◆ Ensured **product format suitable for AI shopping answers & buying prompts**

## Highlights

- 🏆 #1 for “optician near me” in target locations
- 🏆 Noticeable lift in walk-ins from organic channels

# AUTORIDERS.IN — ORGANIC GROWTH CASE STUDY

- ◆ **Industry:** Chauffeur-Driven & Self-Drive Car Rental Services
- ◆ **Objective:** Increase booking enquiries and city-wise service discovery via organic search

## Key Results

- ★ Organic Traffic Growth: **+185%**
- ★ City-Page Impressions: **+240%**
- ★ Booking Enquiries from SEO: **+51% increase**
- ★ High-Intent Service Keyword Rankings: **+3.2X improvement**

## What I Did

- ✓ Optimized **city-wise car rental landing pages**
- ✓ Mapped **commercial-intent keywords**: airport pickup, corporate rental, long-term car leasing
- ✓ Implemented **schema markup for car rental + FAQ + service areas**
- ✓ Improved **internal linking & navigation** for service discovery

## Generative Search Optimization & AI Overview

- ◆ Designed content for **AI search answers** covering:  
*travel purpose → car type → pricing insight → booking CTA*
- ◆ Added **service comparison & fleet details** to improve AI extraction accuracy
- ◆ Built **FAQ + location + pricing summaries** for ChatGPT / Gemini / Bing AI search pickup
- ◆ Strengthened **brand + location + fleet entities** ensuring visibility in AI itinerary suggestions

## Highlights

- 🏆 Ranked **Top 3** for high-intent keywords like “*car rental with driver in Mumbai / Pune / Bangalore*”
- 🏆 SEO pages became a **primary source of corporate & airport-transfer enquiries**



# PANIM CREATIONS — ORGANIC & AI-OPTIMIZED Growth Case Study

- ◆ **Industry:** Diamond & Fine-Gemstone Jewellery (Luxury E-commerce / Retail & Online)
- ◆ **Objective:** Boost organic visibility, jewellery sales & brand prestige via SEO + AI-friendly content

## Key Results

- ★ Organic Traffic Growth: **+230%**
- ★ Product Page Rankings (jewellery SKUs): **+3.8x increase**
- ★ Online Jewellery Orders via SEO Pages: **+48% uplift**
- ★ Brand-Building / Authority Metrics: Improved “trust & luxury” content visibility (blogs, cut-guides, diamond education articles)

## What I Did

- ✓ SEO restructuring for all jewellery categories (necklaces, rings, earrings, bracelets, collections)
- ✓ Created rich content around diamond education — guides on cuts, gemstone quality, maintenance, buying tips — to attract informational + purchase-intent traffic
- ✓ Optimized meta titles/descriptions, product schema, alt-text for high-resolution product images (essential for jewellery e-commerce)
- ✓ Improved internal linking: category → collection → product → blog → FAQ pages for better crawl & user navigation

## Highlights / Wins

- 🏆 Substantial uplift in visibility and orders across premium jewellery SKUs
- 🏆 Higher conversion on SEO-derived traffic compared to non-SEO traffic
- 🏆 Increased engagement on informational blog content (diamond guides, care tips) — improved average session duration & lower bounce rate

## TELEDENTISTRY.COM — ORGANIC GROWTH CASE STUDY

- ◆ **Industry:** Online Dental Consultations (Telehealth)
- ◆ **Objective:** Increase appointment bookings via organic channels

### Key Results

- ★ Organic Traffic Growth: **+165%**
- ★ High-Intent Dental Keyword Rankings: **+3.4X increase**
- ★ Appointment Conversion Rate (via SEO pages): **+46%**
- ★ Blog Traffic & Engagement: **+82% rise in average scroll depth**

### What I Did

- ✓ Built & optimized **service + condition content funnels** (e.g., tooth pain, braces, gum issues)
- ✓ Created **city-wise virtual dentistry landing pages** for local SEO scale
- ✓ Improved **Core Web Vitals + page load speed** for mobile users
- ✓ Strengthened **E-E-A-T signals** with dentist profiles & credibility markers



### Generative Search Optimization & AI Overview

- ◆ Designed pages to match **AI response format**:

*symptom → dental cause → recommended treatment → teleconsult CTA*

- ◆ Published **patient Q&A blocks** to help AI answer sourcing
- ◆ Added **treatment comparison + pricing insight summaries** suitable for **ChatGPT / Gemini / Bing AI / Perplexity output**
- ◆ Optimized content entities around **dentists, orthodontics, teleconsultation & dental procedures** for AI discoverability

### Highlights

- 🏆 Ranked **Top 3** for “online dentist consultation” & “emergency dentist chat”
- 🏆 AI-focused content drove **direct appointment bookings** organically

## Achievements & Highlights



- Successfully managed and delivered SEO for 40+ brands across industries
- Implemented AI-focused SEO strategies to improve brand visibility in Generative Search / AI Overviews
- Created 500+ SERP-optimized landing pages, blogs, and content clusters
- Built multiple high-impact SEO reports, decks, and forecasting models for clients
- Support client retention through clear reporting and consistent positive growth trends

## Building Something of My Own

After working with 40+ brands across different industries, I realized that SEO delivers consistent results only when it is done strategically, transparently, and with long-term execution.

With this belief, I am now working toward building my own **SEO-driven growth venture**, focused on helping brands scale organically — without depending heavily on paid ads.

### How I Help Businesses

- Increase organic search visibility and brand discoverability
- Build SEO-optimized landing pages and blogs that convert
- Develop content and keyword strategies aligned with business goals
- Improve website structure, crawlability, and user experience
- Provide clear reporting, insights, and action-driven recommendations

### Why Clients Prefer Working With Me

- One-on-one attention for every project
- Fast execution & direct communication
- Transparent progress tracking and reporting
- Tailored SEO plans for each business model
- Ability to work across multiple industries and niches

### My Work Style

“I focus on consistency, clarity, and results — not just reports or rankings.”

## The SEO Process I Follow

1. Business & audience understanding
2. Keyword & competitor research
3. Website audit & opportunity mapping
4. Content planning & structure
5. On-page SEO execution
6. Link-building & authority growth
7. Monitoring & reporting
8. Continuous optimization



**Thank You**