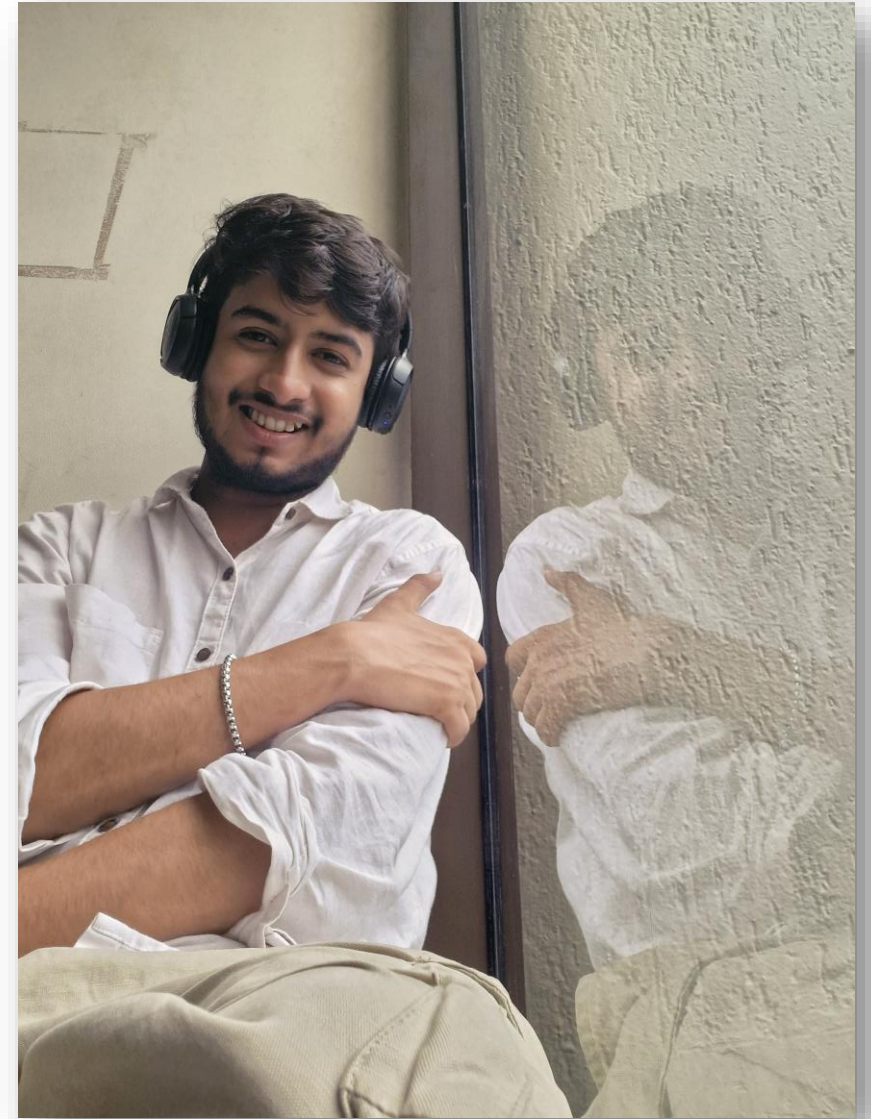


I'm Yashdeep Kaushal
SEO & Organic Growth Strategist

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



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



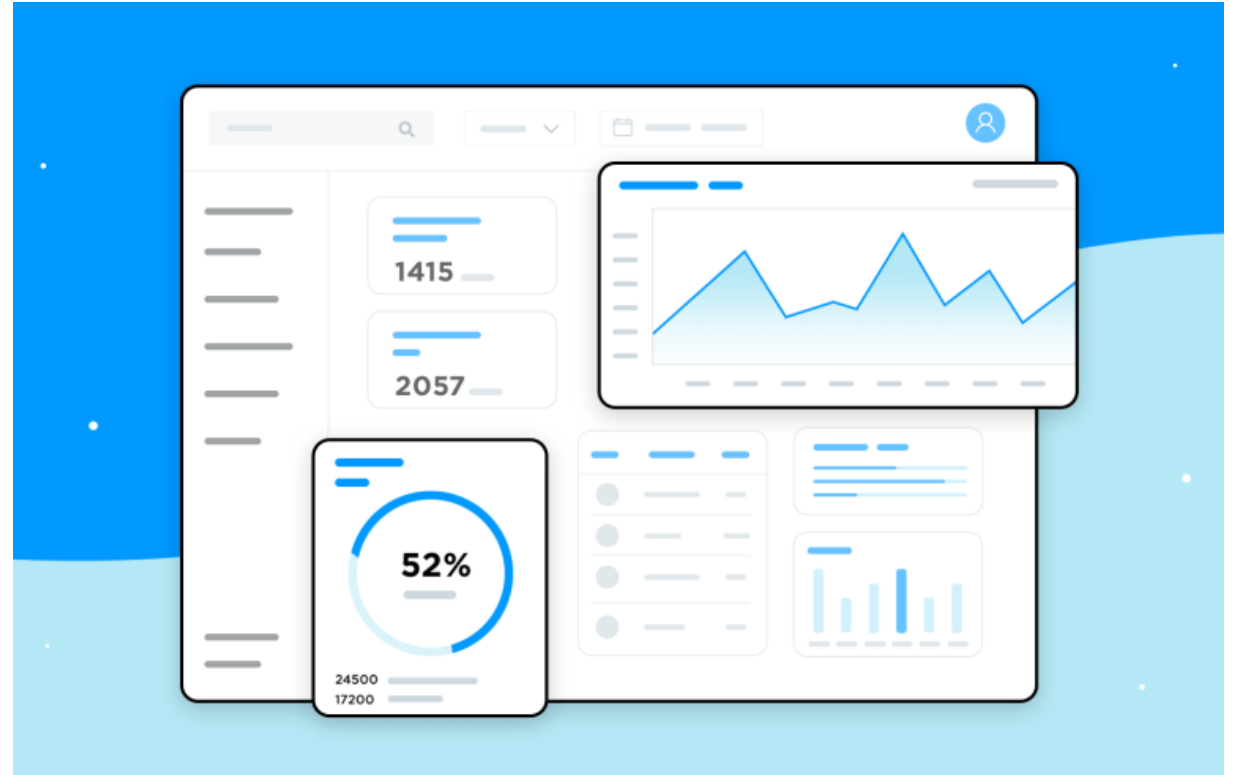
Niches I have handled

- 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): **+3.8× 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