

PRAGATI PANDEY

SEO Specialist | Technical & On-Page SEO | AEO / Answer Engine Optimization | Content Strategy

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PROFESSIONAL SUMMARY

SEO Specialist with 2+ years of SEO and content experience, including hands-on, production-level execution across on-page, off-page, and technical SEO for live D2C and informational websites. Since January 2026, has managed end-to-end SEO for two client blogs as an independent Consultant at AST Consulting, producing 7 search-intent-optimized posts per day, several under personal byline, and driving organic growth through keyword research, metadata optimization, internal linking, and ethical link building. Leads Answer Engine Optimization (AEO) initiatives for Freecultr, tracking and improving brand visibility across ChatGPT and Perplexity — a specialization validated by Semrush and HubSpot Academy certifications. Background also includes self-directed blog writing and freelance content published via personal portfolio since 2024. Skilled in Google Search Console, Google Analytics, Semrush, and Ahrefs, with strong analytical, reporting, and cross-functional collaboration abilities.

CORE SKILLS

- **SEO:** On-Page SEO, Off-Page SEO, Technical SEO, Answer Engine Optimization (AEO), Long-Tail Keyword Research, Meta Tag & Metadata Optimization, Internal Linking, Site Architecture, Ethical Link-Building, SEO Audits, Competitor Analysis, KPI Tracking & Reporting, E-commerce SEO (Amazon Marketplace Optimization)
- **Tools & Platforms:** Google Search Console, Google Analytics, Google Keyword Planner, Semrush, Ahrefs, Ubersuggest, Moz, Screaming Frog, Canva
- **CMS Management:** WordPress, Shopify — content publishing, on-page optimization, byline authorship
- **Technical:** HTML, CSS, JavaScript (fundamentals)
- **Content & CRO:** SEO Blog Writing (US English), Long-Form Content, Landing Page & Product Copy, Conversion Rate Optimization, Content Planning & Strategy
- **Other:** Cross-Functional Collaboration, Daily/Weekly Reporting, Deadline Management, Bilingual (English/Hindi)

PROFESSIONAL EXPERIENCE

SEO Specialist (Consultant) | AST Consulting (astconsulting.in), Remote

Jan 2026 – Present • Remote

- Manage end-to-end on-page, off-page, and technical SEO across two live client blogs (WordPress and Shopify), producing and publishing 7 blog posts per day, several under personal byline, structured for search intent, user journey, and readability.
- Conduct long-tail keyword research and daily trend monitoring using Google Search Console, Google Analytics, Semrush, and Ahrefs to identify high-opportunity, rankable organic growth topics.
- Optimize metadata, heading hierarchy, internal linking, and image alt text on every post to strengthen site architecture and on-page SEO performance.
- Perform ongoing competitor and industry trend analysis, including domain and page authority checks via Moz, to identify content gaps and growth opportunities.
- Build ethical off-page backlinks daily across directories, Web 2.0 properties, profile citations, Pinterest, and social bookmarking to support domain authority.
- Optimize Amazon product listings for organic marketplace visibility: title structuring, bullet copy, and backend keyword research.
- Track keyword rankings and SEO KPIs, delivering weekly performance and live-link reports for stakeholder review.
- Lead Answer Engine Optimization (AEO) initiatives for Freecultr, tracking AI-search visibility (ChatGPT, Perplexity) across 25+ product-related keywords on a weekly basis.
- Create and optimize content structure, titles, and messaging to improve brand inclusion in AI-generated answers, achieving citation or answer-mention visibility for 20+ tracked keywords and Page 1 organic rankings for 13+ core terms.
- Stay current with Google algorithm updates and AI Overview guidelines to maintain SEO best practices and content compliance.

Independent Content Writer | Personal Portfolio & Blog, Remote

2024 – Present • Remote

- Write and publish SEO-oriented blog posts, product descriptions, and copywriting samples across a self-managed portfolio site spanning fashion, lifestyle, and e-commerce writing.
- Completed select freelance blog-writing pieces for external clients, published via portfolio.

- Built and maintain a full portfolio website (HTML/CSS/JS) showcasing writing across blog, copywriting, technical writing, and product description categories, including a certifications section verifying SEO and AEO credentials.

Social Media Marketing Intern | Sammunat LLC, Remote

Nov 2025 – Dec 2025 • Remote

- Supported Instagram content planning, scheduling, and basic campaign analytics for organic reach growth.
- Assisted in audience engagement tracking and organic reach strategy development.

PORTFOLIO & PUBLISHED WORK

- D2C Bot Author Page (WordPress, ongoing published archive): d2cbot.com/blog/author/pragati
- Freecultr Blog Sample (Shopify, byline): freecultr.com/blogs/blog/seamless-panties-for-women-how-the-no-show-edge-actually-works
- Personal Portfolio Website (built with HTML/CSS/JS): celestialdraco6-lab.github.io

EDUCATION

B.Tech, Computer Science and Engineering (Ongoing) — Narula Institute of Technology | Sep 2025 – Present

Bachelor of Mathematics — R.B.C. College for Women, Naihati, West Bengal | 2019 – 2022

CERTIFICATIONS

- Technical SEO and AI Search Essentials — Semrush Academy, 2026 (Expires Aug 2027)
- AEO Fundamentals — HubSpot Academy, 2026 (Valid to Sep 2028)
- SEO Essentials — Semrush Academy, 2026 (Expires Aug 2027)
- Content Writing and Freelance Foundations — Skill Arbitrage
- Social Media Marketing Internship Certificate — Sammunat LLC