

UTKARSH GOUR

SEO Head | AEO | GEO

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LinkedIn: [linkedin.com/in/utkarshgour](https://www.linkedin.com/in/utkarshgour) | **Portfolio:** trafficvitals.com

Location: Pune, India | Open only to Remote

PROFESSIONAL SUMMARY

SEO Head with 9+ years across IT, SaaS, and eCommerce, specialising in technical SEO, CRO, and AI search visibility (AEO and GEO). Closed 57% of a revenue-target shortfall in 8 months via combined SEO and CRO, moved 300+ keywords onto page 1 within 5 months, and lifted AI/answer-engine visibility 38% in a single quarter across ChatGPT, Perplexity, and Google AI Overviews. Worked on brands including Infosys, Hilton London, Gupshup, Propper, Boy Smells, and Tivoli Audio, across Shopify Plus, Magento (Adobe Commerce), BigCommerce, WordPress, and Adobe Experience Manager. Experienced leading fully remote teams of up to 10 specialists and content writers.

WORK EXPERIENCE

SEO Head

Upbott Consulting Pvt. Ltd. | Agency | Remote | Jan 2025 – Present

- Managed four concurrent SEO projects across eCommerce and B2B (Propper; Labor Law Posters Online and WorkWise Compliance; U-Line and Marvel Refrigeration; KH Industries and Alert Reels), leading a team of 2 SEO specialists, 1 CRO specialist, 1 email specialist, 1 PPC specialist, and 5 content writers
- Closed 57% of the revenue shortfall against target in 8 months (gap narrowed from INR 72,540 to INR 31,460) through combined SEO and CRO, including site-experience changes that improved purchase-event performance
- Moved 300+ B2B keywords onto page 1 within 5 months
- Lifted Propper's AI/answer-engine visibility 38% in one quarter across ChatGPT, Perplexity, and Google AI Overviews (AEO and GEO)
- Grew WorkWise Compliance's Google AI Overview citations from 9 to 132 and top-3 keywords from 16 to 93 in seven months (Semrush Position Tracking)
- Turned around Labor Law Posters Online after a year of decline: tracked top-3 keywords rose from 18 to 49 in three weeks, and AI Overview citations from 6 to 25 in nine weeks
- Audited Marvel Refrigeration's 70,637-URL index before its replatform, found 99.7% were faceted-filter duplicates, and built the redirect and canonical plan

Tools: Semrush (incl. AI Toolkit), Microsoft Clarity, Yotpo, Google Merchant Center, Google Search Console, GA4, Screaming Frog, Ahrefs, Excel

SEO Head

Propeller / BlackPiano | Agency (UK) | Remote | Oct 2023 – Dec 2024

- Managed SEO for agency clients including Hilton London, The Celtic Collection, Young's, Lío Group, Collegiate AC, Boy Smells, Tivoli Audio, Mylands, Pocari Sweat, and Industville, alongside the Propeller agency website
- Authored weekly SEO articles published on the Propeller Insights blog
- Developed SEO templates and guidelines that standardised team delivery
- Led SEO migrations at 1–2 websites per month
- Led a team of 2 SEO specialists and 1 email specialist, and collaborated with 10 account managers

Tools: Semrush, Google Search Console, SearchMetrics, GA4, Screaming Frog, HubSpot, Ahrefs

SEO Manager

iMocha | In-House | Remote | Apr 2022 – Aug 2023

- Rehired by the CEO on the strength of prior performance, then overachieved all quarterly goals
- Grew website traffic 40% through content and technical SEO execution
- Scaled content to 15 SEO articles per week, a primary driver of that 40% traffic growth
- Identified 200+ bottom-of-funnel keywords in the first month
- Managed 10+ content agencies and shared 50+ UX/UI recommendation documents
- Migrated the website in 1 month via SEO audit and an Azure staging environment
- Partnered with the brand team on PR pitching strategy; ran one experiment per quarter

- Led a team of 4 SEO specialists, 4 content writers, and 1 CRM specialist

Tools: Semrush, Google Search Console, SearchMetrics, GA4, Screaming Frog, HubSpot, Ahrefs

SEO Manager

Neil Patel Digital | Agency | Remote | Sep 2021 – Mar 2022

- Managed 3 unicorn-stage clients, including Gupshup and LEAD School, with full ownership of strategy, execution, and client communication
- Set Gupshup's international SEO direction, making the case for consolidating authority instead of splitting it across ~15 planned country subdomains, and implemented hreflang across market versions
- Improved organic traffic 15% month-over-month
- Cut page load 33% (6s to 4s) by resolving render-blocking and technical issues, lifting Core Web Vitals
- Built 5 reporting dashboards (internal linking, content calendar, keyword rankings) that standardised reporting and surfaced new ranking opportunities
- Led a team of 10; recognised twice for research depth and execution quality

Tools: Semrush, Google Search Console, SearchMetrics, Screaming Frog, Ahrefs, Looker Studio, SE Ranking, Ubersuggest

SEO Analyst

RankUno | Agency | Pune | Aug 2019 – Sep 2021

- Managed SEO for Infosys and Voyatek; improved Infosys lead flow 20% through on-page optimisation and content work
- Ran meta-tag optimisation and topic strategy, and contributed to a website migration under senior guidance

Tools: Semrush, Google Search Console, Google Analytics, Screaming Frog, Ahrefs

Digital Marketing Executive

iMocha | In-House | Pune | Dec 2017 – Aug 2019

- One of the company's earliest digital hires; ran keyword research and on-page and off-page SEO, and built CRO-guided web pages
- Marketed iMocha's 1-click ATS integrations through partner and affiliate launches, working directly with VP HRs and hiring managers

Earlier Experience

Marketing & PR Manager — Vivo | Jabalpur | Feb 2017 – Aug 2017

Field Marketing Representative — CarWale | Delhi | 2016 – Jan 2017

SKILLS

Core Competencies: Technical SEO, On-Page SEO, Off-Page SEO, International SEO (hreflang), Keyword Research, Competitor Gap Analysis, Topic Clusters, E-E-A-T, Content Optimisation, CRO, AEO, GEO, AI Search Visibility, AI Overview and LLM Citation Tracking, Site Migrations, Indexation and Faceted Navigation, Internal Linking, Core Web Vitals, Digital PR (HARO), Data Analysis, Reporting, Team Leadership, Project Management

Platforms: Shopify Plus, Shopify, Magento (Adobe Commerce), BigCommerce, WordPress (incl. multi-site and WPML), Adobe Experience Manager

Tools: Semrush (incl. AI Toolkit), Ahrefs, Google Search Console, GA4, Screaming Frog, Looker Studio, HubSpot, SearchMetrics, Microsoft Clarity, Yotpo, Google Merchant Center, SE Ranking, Ubersuggest, Excel (VLOOKUP, pivot tables, IF, CONCATENATE); working knowledge of HTML, CSS, and JavaScript

Languages: English, Hindi

CERTIFICATIONS

- Generative AI Mastermind, Outskill
- HARO / Digital PR pitching masterclass (Chris Panteli)

EDUCATION

- MBA, Prestige Institute of Management and Research (PIMR), Indore, MP | 2014–2016
- B.Com, Jabalpur, MP | 2010–2013

INTERESTS

Chess (patience and strategy), Travel (exploration), Architecture (design and creativity)