

Mukund Mohapekar

SEO Consultant & Digital Marketing Specialist

Nagpur, Maharashtra, India

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Professional Summary

Experienced SEO Consultant and Digital Marketing Specialist with 15+ years of expertise in helping businesses improve Google rankings, increase organic traffic, and generate quality leads through ethical and result-driven SEO strategies. Specialized in Technical SEO, Local SEO, Ecommerce SEO, On-Page SEO, Off-Page SEO, Keyword Research, Competitor Analysis, and SEO Audits. Proven ability to create customized SEO strategies focused on measurable business growth and long-term online visibility. Strong experience working with ecommerce businesses, local brands, and service-based companies across multiple industries.

Core Skills

Technical SEO	Local SEO	Ecommerce SEO
SEO Audits	Keyword Research	Competitor Analysis
On-Page SEO	Off-Page SEO	Link Building
Google Analytics	Google Search Console	WordPress SEO

Professional Experience

SEO Consultant & Digital Marketing Specialist

Freelance SEO Consultant | 15+ Years Experience Helped businesses improve search engine rankings and organic visibility through strategic SEO implementation. Conducted detailed SEO audits, technical analysis, and optimization planning. Managed Local SEO campaigns including Google Business Profile optimization and citation strategies. Executed Ecommerce SEO strategies for online stores and product-based businesses. Performed keyword research, competitor analysis, and content optimization. Implemented ethical link-building campaigns to improve domain authority and rankings. Provided transparent reporting and ongoing SEO performance analysis.

Highlighted SEO Project

BigCommerce / Fashion Ecommerce SEO Project

Successfully optimized ecommerce fashion website rankings for competitive keywords including: Cocktail Dress Singapore Evening Gowns Singapore Prom Dress Singapore Party Dress Singapore Maxi Dress Singapore
Implemented: Technical SEO improvements On-page optimization Content optimization Keyword strategy Link-building campaigns Resulted in improved Google rankings, organic traffic growth, and better online visibility.

SEO Tools & Platforms

- Google Analytics
- Google Search Console
- Ahrefs
- SEMrush
- Screaming Frog SEO Spider
- Google Keyword Planner
- WordPress SEO Plugins

Professional Focus: Delivering ethical, result-oriented SEO solutions that help businesses improve rankings, increase traffic, and generate sustainable growth.