

DIPESH ADHIKARI

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SUMMARY

SEO Executive with 2+ years of experience planning and implementing data-driven SEO strategies to boost organic visibility, keyword rankings, and high-quality traffic. Skilled in keyword research, search intent analysis, on-page and technical SEO, content strategy, and off-page optimization. Adept at turning search insights into growth opportunities using tools such as Google Search Console, GA4, Ahrefs, SEMrush, Google Tag Manager, and Looker Studio. Experienced across diverse niches including ecommerce, aesthetic & wellness, and service-based websites.

Skills

- Strong experience in planning and executing SEO strategies to drive long-term organic growth.
 - Proficient in technical SEO, including crawlability, indexation, Core Web Vitals, and advanced schema creation and implementation.
 - Proven ability to build topical authority through keyword research, search intent mapping, and content clustering.
 - Skilled in SEO analytics and performance tracking using Google Search Console, GA4, Looker Studio, and Ahrefs.
 - Experience implementing and managing Google Tag Manager and using Microsoft Clarity to optimize user behavior and conversions.
 - Effective SEO team leadership and cross-functional collaboration with content, development, and product teams.
 - Hands-on experience in canva for creating promotional images.
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EXPERIENCE

Search Engine Optimization Executive

Falcha Tech

Nov 2024 – Present | Bagmati, Nepal · On-site

- Planned and executed on-page SEO strategies for niche content websites, improving keyword targeting and page-level optimization.

- Conducted keyword research and competitor analysis to identify ranking opportunities and content gaps.
 - Optimized blog content, landing pages, and service pages for search intent, internal linking, and CTR improvement.
 - Handled GSC performance analysis, identifying traffic drops, cannibalization, crawl issues, and recovery actions.
 - Supported off-page SEO and link-building activities to improve domain authority.
 - Tracked performance using Google Search Console, Google Analytics, Ahrefs, and SEMrush, providing insights and optimization recommendations.
 - Created high-quality advertisement creatives using Canva to support digital marketing and promotional campaigns.
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Technical SEO

RankMeTop

Jan 2024 – Oct 2024 | Bagmati, Nepal · On-site

- Conducted website audits for local businesses, eCommerce stores, and MSPs sites using tools like InLinks, Screaming Frog, and SEMrush, Ahref.
 - Optimized and audited Google Business Profiles to boost local visibility and engagement.
 - Created and implemented structured data (schema) to enhance search results across various business types.
 - Executed on-page SEO strategies focused on content structure, internal linking targeting with semantic keywords.
 - Wrote SEO-optimized content for ecommerce sites that focuses on industry-specific search intent and audience needs.
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EDUCATION

Orchid International College

Bachelor's Degree in Computer Application (BCA)

2018 – 2023