

DIGITAL MARKETING PORTFOLIO

NITHIN DINESH SEO CONSULTANT

Digital Marketer with Industry experience of 9+ Years













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ECOMMERCE





























Business/Website	About Business	Work/Service Provided
 Nakshatra Kids, Kerala, India 	Kidswear Brand in India 	SEO, Google Ads Consulting 
 Mkuyu, Tanzania 	Ecommerce brand targeting East Africa 	SEO 
 Artstoreworld, Dubai 	Online Art Store, Dubai 	SEO 

Key Learnings and Achievements

Gained experience on how to target product based searched and seasonal festival based searches separately.

Obtained expertise in different tactics of **Conversion Rate Optimisation**. Got learnings on **structured snippets** related to products and its variations. Achieved high rankings for high search volume keywords also surpassing popular ecommerce websites like amazon.

LOGISTICS AND TRAVEL:







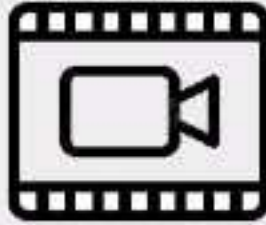





Business/Website	About Business	Work/Service Provided
 First Flight, Dubai 	Domestic & International Couriers 	Google Ads 
 Chathoth Travels, India 	Airport Taxi Service 	SEO, Google Ads 
 Al Saba Movers, Sharjah 	Packers & Movers 	Google Ads 
 Ghar pe Raho, Bangalore, India 	Packers & Movers 	SEO, Google Ads, 
 Eazy Moving and Storage, Abu Dhabi 	Storage & Moving 	Google Ads 
 Dunes Cargo, Dubai 	International Relocation 	SEO, Google Ads, Social Media –Organic, Meta Ads 
 Go Yaatra, Kerala, India 	Online Taxi Service 	SEO 

Key Learnings and Achievements

Acquired several learnings on categorising customers and analysing Google Search Console Data. Importance of **long tail keywords** in logistics & travel industry was also a key learning.

Seasonality and **time sensitive keywords** were focused according to seasons. Achieved higher rankings in high competitive geographies.



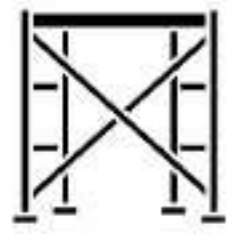
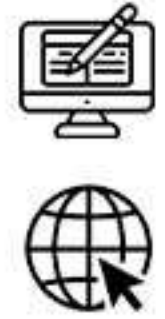






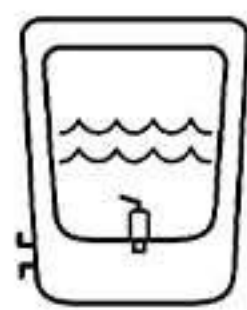







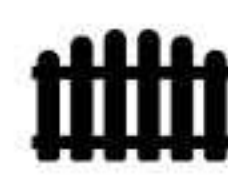



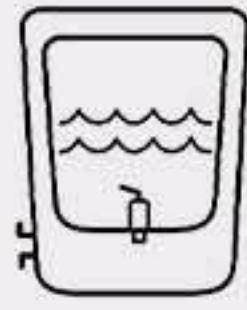





MEDIA/PUBLISHING:

Business/Website		About Business	Work/Service Provided
 Newsday, Kerala, India		Regional News Website 	SEO, Traffic Generation 
 Silma.in, Kerala, India		Movie based website 	SEO 
 Inkannur, Kerala, India		Regional Travel Guide & History 	SEO, Logo Branding, Traffic generation 

Key Learnings and Achievements

Learned about topical authority and traffic generation for website, **technical SEO** and **site structure in SEO**. Acquired knowledge on **content freshness**, **headline optimisation**, **internal linking** for content discovery, ad placement and **user experience** and **SEO for Non English Sites**.





















OTHER SERVICES

Business/Website		About Business	Work/Service Provided
 Wellgate Scaffolding 		Scaffolding Service 	Content Writing, Website 
 Al Madeena Pest Control 		Pest Control Services 	Google Ads 
 Aquaura Purifiers 		Purifier Service & Sales 	Google Ads, SEO, Content writing 
 Energia 		Generator Rentals, Tents, Welding Services 	SEO 
 Fence Division 		Fencing Services 	SEO 
 Aquatech 		Purifier Service 	Google Ads 
 Technowave 		Computer Sales & Service 	Meta Ads 

Key Learnings and Achievements

Learned how service based businesses with low search volume and high search volume interact with the SEO efforts made over time. Learned more about **landing page optimisation** for services

CONSULTING SERVICES

Business/Website	About Business	Work/Service Provided
 Qube Arts 	Art Consulting & Art Gallery 	SEO, Google Ads, Meta Ads 
 Plenier Consulting 	Visa Consulting 	SEO, Google Ads 
 Sree Consulting 	Tax Consulting 	Website 
 VP Visas 	Visa Consulting 	Google Ads 
 Visa Point 	Visa Consulting 	Google Ads 

Key Learnings and Achievements

Got more knowledge on Google Display advertising and experience in **AB Testing**.

A Notable Achievement is turning **profitable(positive ROI)** display ad campaigns for a major client which was doing good at search ads but was struggling with very high Cost per conversion in **Google display ads**.







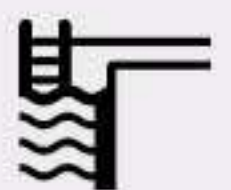





EXPORT,IMPORT

Business/Website	About Business	Work/Service Provided
 Paradise Exim 	Agro Product Exporter 	SEO 
 Al Harth Fibre 	Fibre Products Manufacturer 	SEO, Content Writing 

Key Learnings and Achievements

Schema markup for B2B and trade information and export products. Learned how B2B businesses react to SEO factors. Content marketing focused on authority, expertise, and trustworthiness (**E-A-T**).


MANUFACTURING

Business/Website	About Business	Work/Service Provided
 Generatenow 3D Printing 	3D Printing 	Google Ads 
 Sydney City Pool Covers 	Pool Covers 	Google Ads 
 Caparol Paints 	Paint Manufacturers 	Data Scraping 

Key Learnings and Achievements

Learned more about product selling strategies and using Google ads for high ticket products sales. Gained experience in **data scraping** to use for traditional marketing.

































HORECA/ HOSPITALITY

Business/Website	About Business	Work/Service Provided
 The Dumpling House 	Chinese Restaurant 	Social Media, SEO, Branding, Outdoor Advertising 
 Dinein Paradise 	Chinese Restaurant 	Social Media – Organic & Paid 
 Raaga Event Planner 	Event Management 	Website 

Key Learnings and Achievements

Online Reputation Management, Local SEO for Horeca. Learned about how to optimise the budget between digital and outdoor advertising.







HEALTH & WELLNESS:

Business/Website		About Business	Work/Service Provided
 Lama polyclinic		Polyclinic in Muscat 	Website 
 Leo Labs		Diagnostic Lab 	SEO 
 Evoke Skin & Hair Care		Skin & Hair Care 	Google Ads 
 NHP Hair Transplant		Hair Transplant 	Google Ads 
 Swasthya Ayurveda		Ayurveda Wellness Centre 	Meta Ads 
 Dr. Thaj's Homeopathy & Psychology Clinic		Homeopathy & Psychology 	Meta Ads 
 Samridhi Cosmetic and Beauty Clinic		Cosmetic and Beauty Clinic with Ayurveda 	Meta Ads 
 Caremark		Palliative Care 	Google Ads 

Key Learnings and Achievements

Health related advertising comes with several **policy compliance**. Gained more knowledge in Google Ads and Meta ads policies.

















ADVERTISING

Business/Website		About Business	Work/Service Provided
	Ahlan 	Outdoor Advertising	Google Ads 
	Gthrough Digital 	Digital Marketing	SEO, Meta Ads 

Key Learnings and Achievements

Focusing on service specific keywords. **SEO effects on using domain and subdomains**
.Gained knowledge on advertising in highly competitive keywords.

EDUCATION

Business/Website		About Business	Work/Service Provided
	EIDM Institute 	Digital Marketing 	Google Ads, SEO, Meta Ads 
	Golden Cross, 	Interior Design Training 	Google Ads 
	Trysocio Academy 	Digital Marketing Training 	SEO 
	Wizzdom Hub IELTS Training 	IELTS, OET Training 	Google Ads 

Key Learnings and Achievements

Content marketing for SEO, Local SEO and **Google Business Profile Optimisation** and relevance of Branding.

As a Trainer

EIDM Institute

Trysocio Academy

Personal Google Ads Training

Personal Projects

SEO Web Tools: nithindinesh.com

SEO Custom GPT Tools

Inkannur: A content website

