

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:



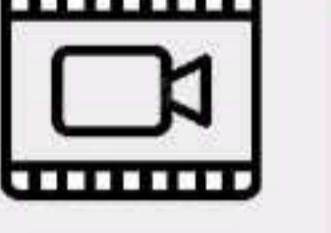
Business/Website	About Business	Work/Service Provided
First Flight, Dubai 	 Domestic & International Couriers	Google Ads 
Chathoth Travels, India 	 Airport Taxi Service	SEO, Google Ads 
Al Saba Movers, Sharjah 	 Packers & Movers	Google Ads 
Ghar pe Raho, Bangalore, India 	Packers & Movers	SEO, Google 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.

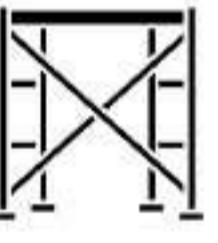
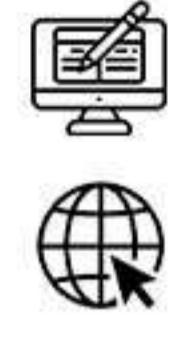
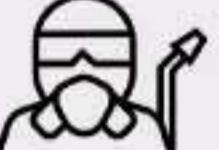
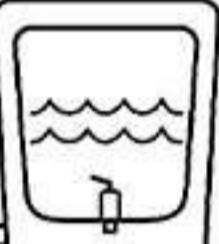
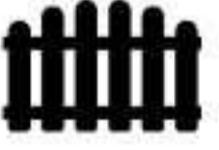
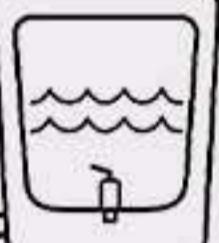
MEDIA/PUBLISHING:

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**.

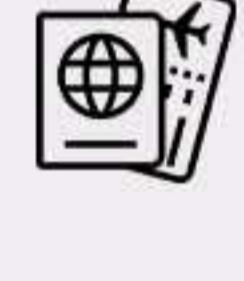
OTHER SERVICES

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**.

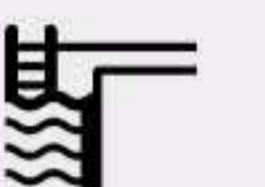
EXPORT,IMPORT

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**).

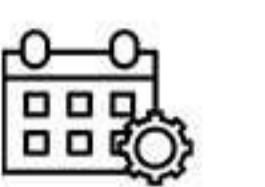
MANUFACTURING

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.

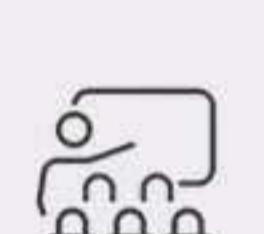
ADVERTISING

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