

# Bishal Khadka

## SEO Specialist

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## SUMMARY

Experienced SEO Specialist with 5+ years of experience and a proven track record of optimizing online content and increasing organic search rankings. Proficient in keyword research, on-page and off-page optimization, and SEO analysis tools. Dedicated to staying up-to-date with the latest industry trends and best practices to drive sustainable growth and visibility for businesses online.

## EXPERIENCE

### YourKoseli Nepal (Kathmandu)

Search Engine Optimization (SEO) Specialist  
May, 2017 - Feb, 2023

- Conducted comprehensive keyword research to identify high-value target keywords and phrases for content optimization.
- Executed on-page SEO strategies, including optimizing meta tags, headers, and content, to enhance search engine rankings and user experience.
- Contributed to a significant increase in organic search traffic, resulting in growth in website visibility and revenue for YourKoseli Nepal.

### Hike on Treks Tours and Travel (Kathmandu)

Search Engine Optimization ( SEO ) Expert  
May, 2018 - Jun, 2019

- Conducted extensive keyword research specific to the travel and tourism industry, identifying high-value keywords related to destinations, tours, and travel experiences.
- Collaborated with content writers to create high-quality, SEO-friendly blog posts, travel guides, and tour descriptions to enhance user engagement and organic traffic.
- Implemented structured data markup to enhance rich snippets, facilitating higher click-through rates (CTR) in search engine results for travel-related queries.

### Best Mad Honey (Kathmandu)

SEO Analyst  
Aug, 2019 - May, 2020

- Collaborated with web developers to address technical SEO issues, ensuring site speed, mobile-friendliness, and crawlability for optimal performance.
- Set up and configured Google Analytics / Google Search Console accounts for clients or company websites to track website traffic and monitor website indexing, search queries, and overall search performance.
- Analyzed website performance in Google Search Console, tracking impressions, clicks, and average position for targeted keywords.

## **Institute of Information and Technology ( IIT ) (Kathmandu)**

SEO Trainer

May, 2021 - May, 2023

- Conducted engaging and interactive training sessions for individuals and groups, ranging from beginners to advanced SEO practitioners.
- Offered practical guidance on using SEO tools and analytics platforms, such as Google Analytics, Google Search Console, and industry-specific tools.
- Provided individual coaching and support to participants, addressing their specific challenges and helping them apply SEO concepts effectively.

## **EDUCATION**

### **Southwestern State College (Kathmandu)**

High School Science

May, 2013 - Sep, 2015

### **Asian School of Management & Technology (Kathmandu)**

Bachelors of Science in Computer Science and Information Technology

May, 2015 - Aug, 2019

## **PROJECTS**

### **TAAN Election SEO Campaign**

- Host: TAAN ( Trekking Agencies Association of Nepal )
- The primary goal was to ensure that when potential voters searched for relevant keywords related to the candidate or the election, Taan's online profiles and content would prominently appear in search engine results.

### **ICT Development Program**

- Host: Department of Information Technology, Government of Nepal ( Dhading, Nepal )
- The project was designed to provide a comprehensive and accessible introduction to Search Engine Optimization (SEO) for participants in the "Information and Communications Technology" program.

## **Training/Certifications**

### **Google Academy**

Google Digital Garage

2020

### **HubSpot Academy**

Sales Enable Certified

2022

### **Semrush Academy**

Semrush for Digital Agencies Certification

### **Google**

Google Ad Search Certification

2021

### **Google**

## Skills

Keyword Research, Off-Page Optimization, On-Page Optimization, Technical SEO, Google Search Console, Google Analytics, Google Tag Manager, Local SEO, Analytics and reporting, Communication, SEO tools

## Language

English, Hindi

## References

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Rabin Danai - *CEO*

Hike on Treks Tours and Travel