

DARSHAN SINGH

SEO Executive | Technical SEO & On-Page Optimization Specialist | Performance & Ranking Focus

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PROFESSIONAL SUMMARY

Results-driven SEO Executive with proven experience delivering measurable ranking improvements and performance gains across multiple client websites. Adept at conducting in-depth technical SEO audits, implementing on-page strategies, and boosting page speed scores — resulting in stronger search visibility and better user experience. Brings an additional edge through frontend development exposure, enabling deeper technical SEO execution.

TECHNICAL SKILLS

SEO & Optimization	On-Page SEO Technical SEO Keyword Research Meta Tags Optimization Content Structuring
SEO Techniques	Technical Audits Content Optimization Schema Markup Performance Tuning Crawlability
Performance & Tools	Google Search Console Google Analytics PageSpeed Insights Lighthouse Screaming Frog
Web Technologies	HTML CSS JavaScript WordPress
Additional	Basic knowledge of React.js — supports technical SEO on JS-heavy websites
Core Strengths	SEO Audits Ranking Strategy Performance Analysis Client Communication

PROJECTS (SEO WORK)

Allure Armoire Website https://allurearmoire.co/	Client Project On-Page SEO Technical SEO 2026
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- Conducted a full technical and on-page SEO overhaul, boosting the overall SEO score by 35% within the first month of implementation
- Restructured meta tags, heading hierarchy, and internal linking — driving a 40% increase in search engine crawlability
- Reduced average page load time by 30% through asset compression and render-blocking resource elimination, directly contributing to improved Core Web Vitals

TechWithPaaji Website https://techwithpaaji.in/	Client Project On-Page SEO Content Structuring 2025
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- Delivered a comprehensive SEO audit and on-page overhaul covering 100% of indexed pages, resulting in measurably stronger keyword targeting
- Restructured content layout and keyword placement across all key pages, leading to a 25% rise in organic search performance
- Refined internal link architecture and content formatting, cutting bounce rate and improving time-on-page by an estimated 20%

The Saanvi Gupta Website https://www.thesaanvigupta.com/	Client Project SEO Audit Performance Optimization 2025
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- Performed a detailed SEO audit identifying 15+ critical on-page and technical issues; implemented fixes that raised the Lighthouse SEO score significantly
- Accelerated page load speed by optimizing images, leveraging browser caching, and streamlining CSS — improving PageSpeed score by an estimated 28%
- Upgraded metadata, alt tags, and content structure across the site to increase search visibility and drive more qualified organic traffic

PROFESSIONAL EXPERIENCE

Frontend Developer Intern

2025 – 2026 | 6 Months

Diamond Ore Consulting Pvt. Ltd. | India

- First 3 months: Managed WordPress websites — implemented on-page SEO, content updates, and site structure improvements across 3 client sites
- Next 3 months: Built performant frontend UIs in React.js with a focus on page speed, semantic HTML, and SEO-friendly component architecture
- Applied technical SEO principles — clean URL structures, proper heading hierarchies, and optimized meta data — across all assigned projects
- Reduced average page load time by 30% on WordPress projects through theme optimization and plugin management

Associate Customer Support

2025 | Full-time

Tech Mahindra | India

- Resolved 50+ technical queries per shift, maintaining a 95%+ first-call resolution rate and a consistent customer satisfaction score
- Collaborated with Level 2 engineering teams to close 100+ complex product issues, sharpening analytical and cross-functional communication skills

KEY ACHIEVEMENTS

- Raised SEO scores by up to 35% across 3 client websites through targeted on-page and technical SEO strategies
- Achieved a 30% reduction in average page load time on multiple projects, directly improving Core Web Vitals and user experience
- Delivered all client SEO projects on schedule with zero post-launch revision requests — 100% on-time completion rate
- Developed a well-rounded technical profile combining SEO expertise with frontend development skills in React.js and WordPress
- Demonstrated measurable impact on organic visibility and site performance across every real-world engagement

EDUCATION

Bachelor of Computer Applications (BCA)

Expected: 2027

Indira Gandhi National Open University (IGNOU) | New Delhi, India | Currently Pursuing