

ARUNABHA CHAKRABORTY

SEO SPECIALIST

PORTFOLIO

Book a FREE Consultation





Transforming Businesses Through The Power Of **Inbound Marketing**





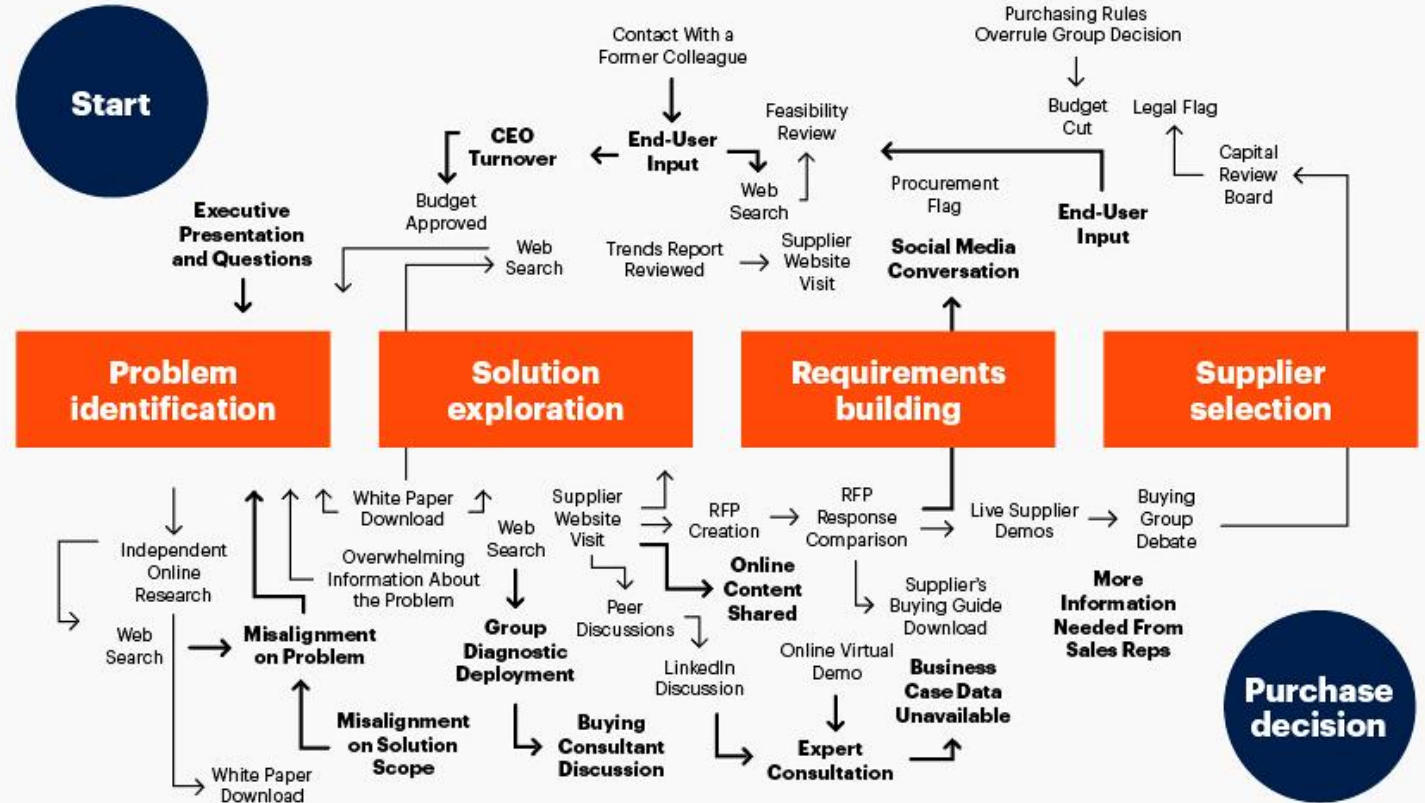
B2B Buying Process Has Shifted



B2B buying journey

Illustrative

Six B2B buying “jobs” that customers must complete to their satisfaction in order to successfully finalise a purchase



Source: Gartner
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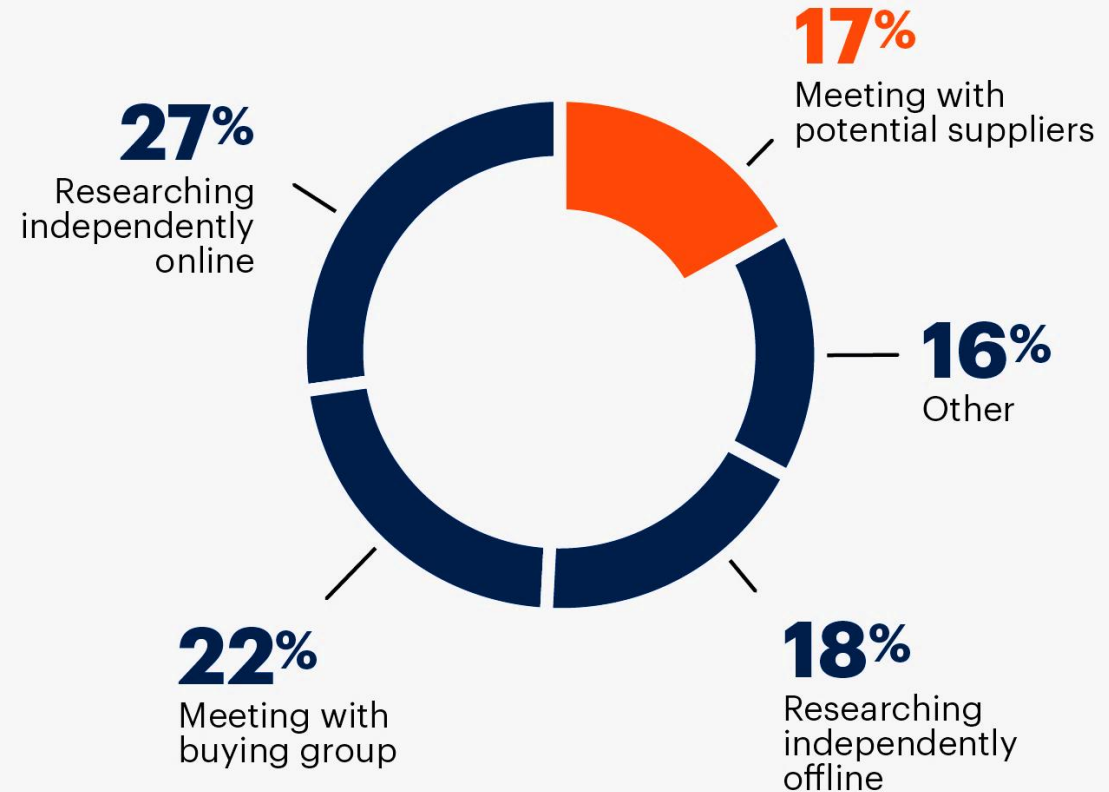
Gartner®



Distribution of buying groups' time by key buying activities

We need to be present where the customer is.

Help them in their online research stage by providing timely content that solve their problem and accelerates decision-making.



n = 750 B2B buyers
Source: Gartner
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Gartner[®]





**At The Heart Of Every Great
Brand's Success Is Brilliant
Inbound Marketing Strategy**



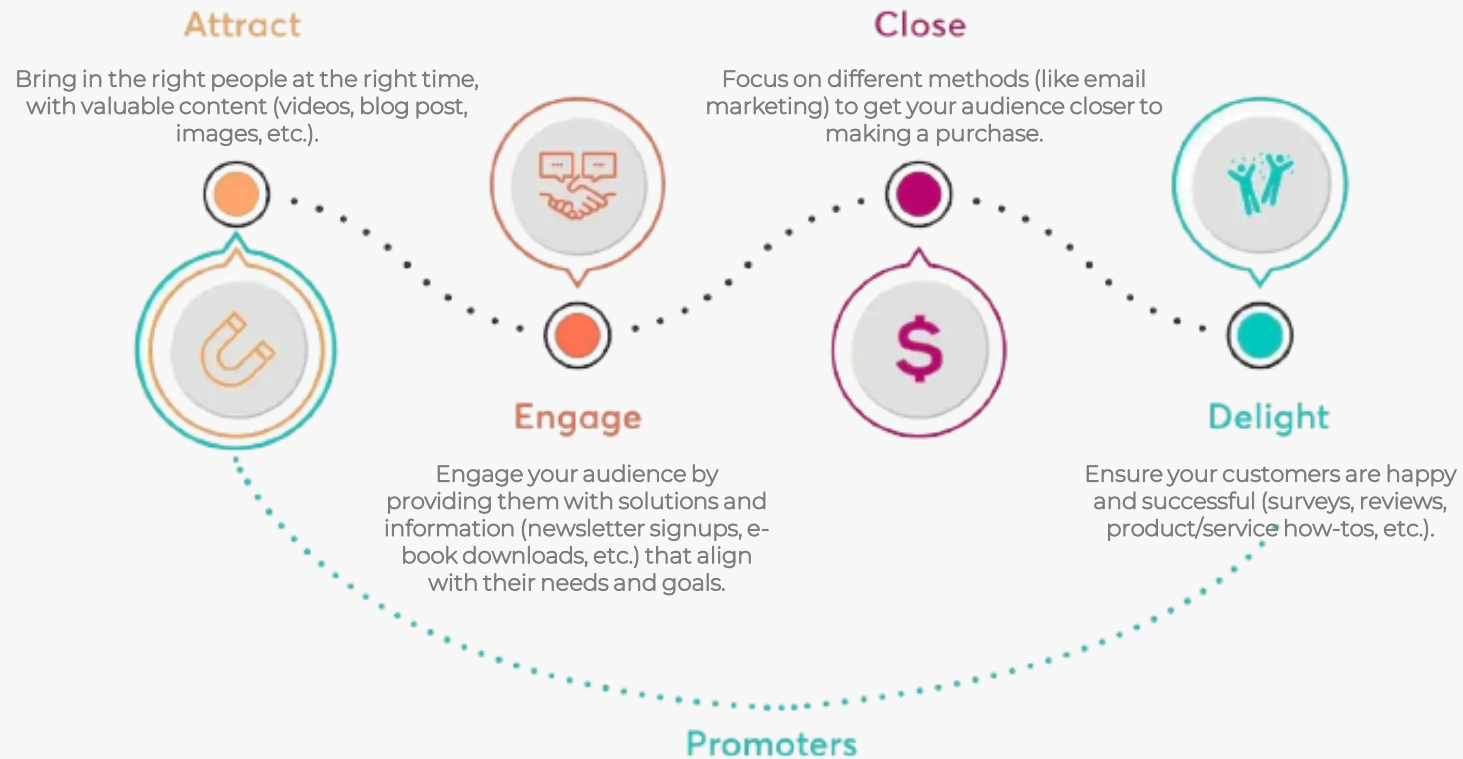


What is Inbound Marketing?



Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. Inbound marketing forms connections they are looking for and solves problems they already have.

The Inbound Methodology





10 Inbound Marketing Stats Of Which Marketers Should Be Taking Notice



Inbound marketing costs 62 percent less per lead than traditional outbound marketing.

Articles with images get over 94% more views than those without an image.

Relevant emails drive 18 times more revenue than broadcast emails.

Nurtured leads make 47% larger purchases than non-nurtured leads.

93% of business buyers use search to begin the buying process.

Inbound marketing tactics generate 54% more leads than traditional paid marketing methods.

80% of business decision makers prefer to get information in a series of articles versus an advertisement.

Marketers who have prioritized blogging are 13 times more likely to enjoy positive ROI from inbound marketing.

Companies that blog typically receive 97% more inbound links.

88% of B2B Marketers cite case studies as the most effective form of content marketing.

Sources: Content Marketing Institute, Evenbound, HigherVisibility, HubSpot, IMPACT, Invesp, Marketing Charts, Sagefrog Marketing Group, SEMrush, Statista, The Smarketers, Thomas, ZipRecruiter



Inbound Marketing Strategy Can Help Build Business



**I Have Over 9+ Years Of Cumulative
Experience In Crafting Business
Successes For Over 10 Clients
Across Industries Around The
Globe Using Various Inbound
Marketing Strategies**





About Me





Marketer | SEO Expert | Author | Blogger

Content creation and search engine optimization (SEO) as a part of inbound marketing is a lead-gen goldmine, but not everyone knows how to mine it. Arunabha excels in crafting compelling, SEO-optimized content that captivates and converts your audience, making your products and services truly stand out.

Arunabha is a seasoned inbound marketing specialist, renowned for his expertise in SEO and content strategy. For **over 9 years**, Arunabha has been a driving force in the marketing world, working with both **large B2C and B2B clients as well as startups**.

His expertise in SEO and content strategy has consistently delivered remarkable conversion and revenue growth. Arunabha doesn't just optimize websites for search engines; he crafts compelling, user-focused content that resonates with your audience.

Arunabha's secret sauce lies in his holistic approach to inbound marketing. He combines data-driven SEO tactics with creative content strategies, consistently exceeding expectations. His keen analytical abilities and deep understanding of consumer behaviour ensure that his strategies not only attract but also engage and retain customers.

Beyond the marketing realm, Arunabha is a multifaceted individual, an author, travel blogger, and a scholar with an M.Sc. in Business Administration. His passion for writing and photography is evident in his blog.

His evocative blog, www.wanderlustandcitydust.com, beautifully captures his love for travel and photography. Discover more at www.arundigm.com or connect with him on [LinkedIn](#).

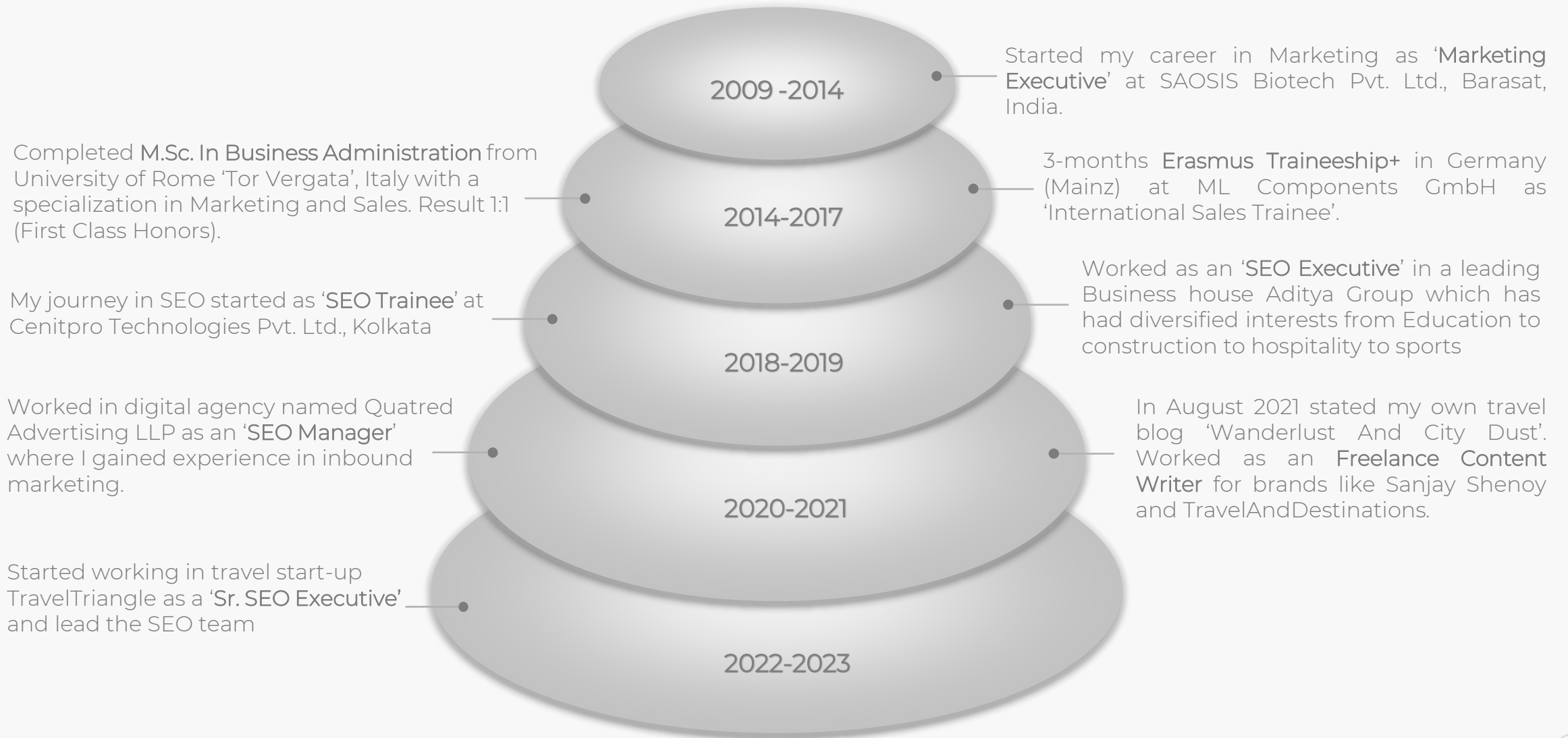




Career Timeline



Timeline Of My Career As A Marketer And SEO Specialist Since 2009





My Skills And Expertise



MARKET RESEARCH



Proficient in conducting SWOT analysis, predict future marketing trends and needs, identify and explain the relationships between patterns in data

BRANDING



Crafting brand identities that resonate with your audience and ignite awareness through compelling storytelling. Specialized in transforming your vision into an impactful customer experience

DIGITAL MARKETING



Well-versed with various digital marketing skills like SEO, content creation, social media marketing, website designing, email marketing etc.

SOFTWARE



Proficient in using tools like SEMrush, Ahrefs, MOZ, Google Analytics, Google Trends, Google Search Console, Screaming Frog, Creator Studio, Google Sheets, Convert Kit, YAMM etc.

PROBLEM-SOLVING



Able to meet challenging situations like declining sales, drop in site traffic with innovative solutions and organization skills

LEADERSHIP



Possess leadership abilities that have been sharpened through past roles where I was responsible for the teams

INTERPERSONAL



Teamwork is one of the essential part of my daily job, and I am sensitive towards different cultures

ORGANISATION



My proactivity allows me to plan ahead and prioritize tasks according to objectives and different deadlines

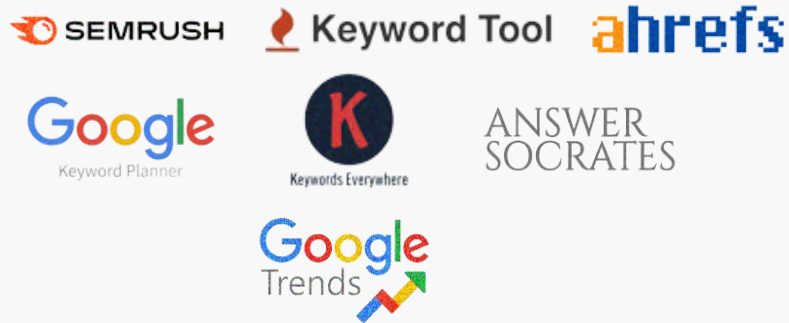




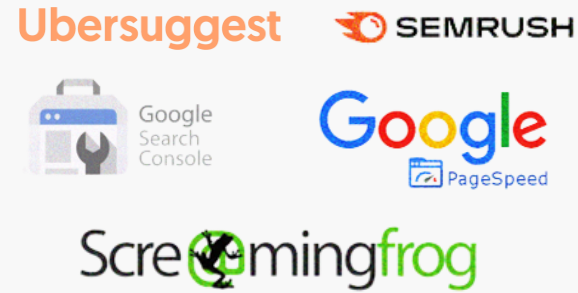
Knowledge of Digital Tools



KEYWORD RESEARCH



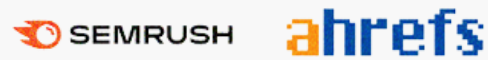
SEO AUDIT



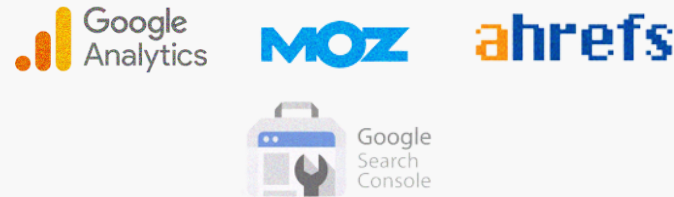
RANK TRACKING



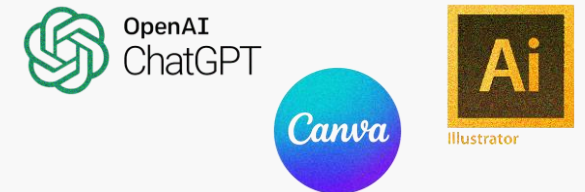
BACKLINK ANALYSIS



ANALYTICS



CONTENT CREATION



EMAIL MARKETING



PAID ADS



WEBSITE DESIGN & CMS





Industry Certifications





Certifying proficiency in utilizing SEMrush tools for keyword research, competitive analysis, and website optimization.



Validating knowledge and proficiency in Google Analytics for data analysis and website optimization.



Demonstrating basic knowledge in creating and managing Google Ads campaigns to drive targeted traffic.



Certifying proficiency in conducting Facebook marketing campaigns.



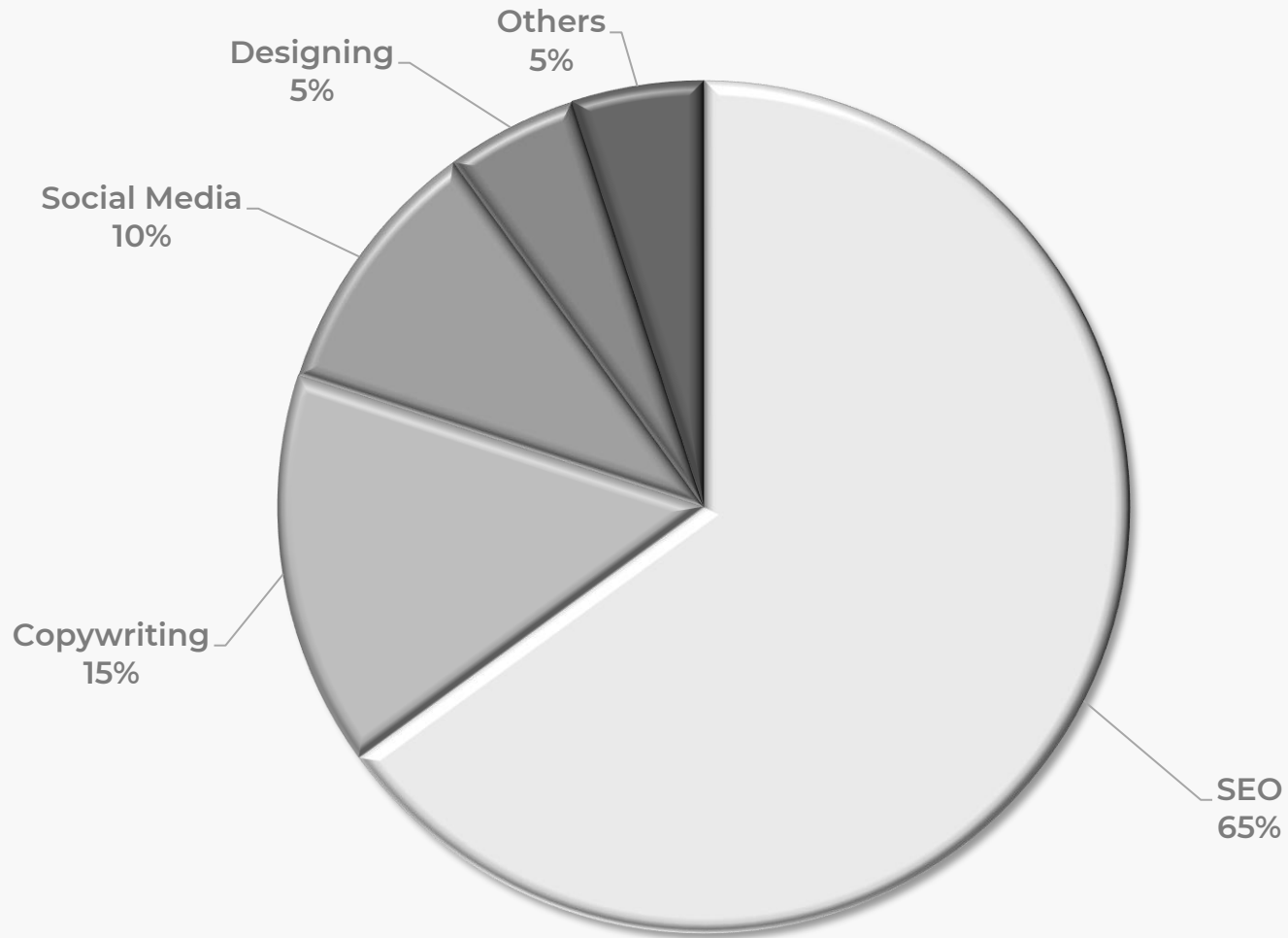
Showcasing understanding of advanced SEO concepts and industry best practices issued by PixelTrack.





A Chart Of The Areas I Work In





- SEO**
On-page, Audit, Technical SEO, Keyword research, Link building, Local SEO
- COPYWRITING**
SEO Copywriting, Social Media, Blogs, Mails
- SOCIAL MEDIA**
Facebook, Instagram, Twitter, LinkedIn, YouTube community management
- DESIGNING**
Illustrations, Vectors, POSM
- OTHERS**
Marketing, Sales, Paid Ads, UI/UX





Brands I Have Worked With





International **biotechnology company** that manufacture and market products that helps to improve plant and animal health catering to a B2B model.



Business house famous for education runs a group of English medium schools with diversified interests from construction to hospitality.



Rameswara Riverview is a luxurious **real-estate** project at Barrackpore, by Rameswara Group Enterprises..



Tata Global Beverages catering to a B2B model as Amalgamated Plantations Private Limited, wanted to enter and establish itself in the B2C segment.



As a joint venture between Sharjah Asset Management and OWS Auto, Rafid providing car buyers and owners **360 automotive services**.



An established player in the UAE pet food industry, had a strong B2B presence. Generated meagre sales from its **e-commerce** platform.



A brand new player in UAE's **grocery e-commerce** segment, launched during the pandemic, which crossed several milestones over a period of a year.



India's premier **online holiday marketplace**, bringing together both travellers and trusted & skilled travel agencies on one platform.



An online resource and **travel blog** based out in UK created to help travellers, photographers and fellow bloggers





My Best Work



TravelTriangle (India)

Post Covid-19 Company aimed to boost its website traffic from 5 million to more than 7 million in 2022 with higher market share and brand recognition to help them achieve higher leads and revenue.

- Created content around the needs-based searches performed by their new target audiences and dealt with changes in search terms post-pandemic like solo travel, nearby trips within certain distances, ecotourism, weekend gateways, places to visit, etc.
- Researched and identified 100+ keyword clusters (mostly long-tails) and opportunities and created optimized blog pages around these keyword clusters in 10 months.
- Optimized meta titles, descriptions, headings, information architecture, content structure, and format
- Content refurbishing - Update current site copy both in the product part and blogs to include additional keyword variations.
- Guest postings on relevant sites to increase quality backlinks and domain authority
- Used an automated dashboard for daily reporting to track the daily performances in terms of leads and web traffic.
- Eliminated technical SEO roadblocks while improving website performance and improving core web vitals metrics for mobile as well as desktop.

From March 1st, 2022, to February 28th, 2023, the website generated an overall 65 million visitors (91 million sessions), of which 90% were from organic traffic, about a 58% increase from the previous year's number, and generated a staggering 1.57 million leads in one year only through organic traffic.

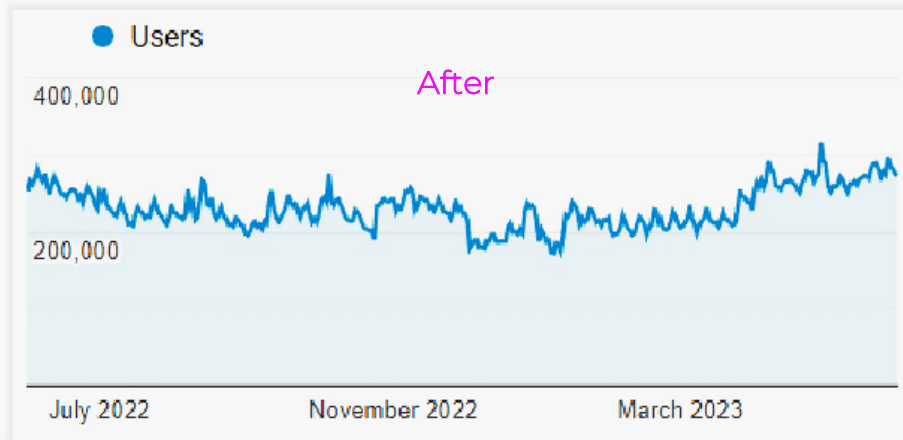
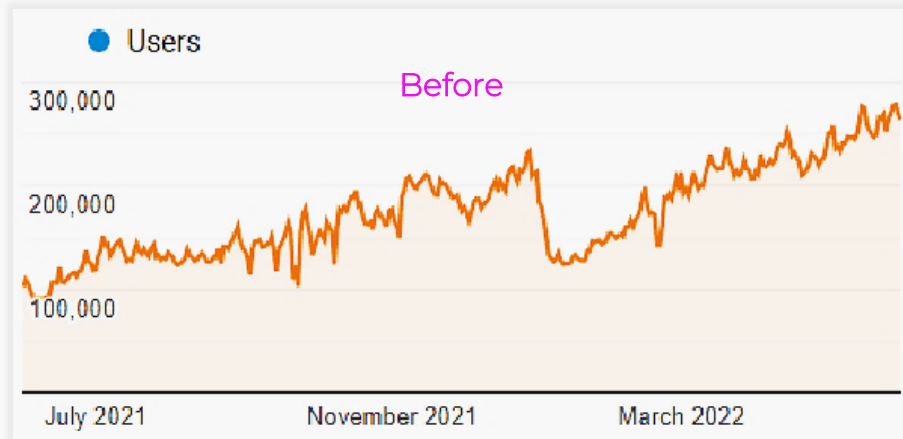
Transformed TravelTriangle's SEO landscape with a powerful strategy: Harness the untapped potential through keyword gap analysis, craft stellar content catering to both regional and global audiences, and forge strategic backlinks that not only supercharge brand recognition but also catapult market share in India with a staggering **1.57 million organic leads** within just one year.

[Read Full Case Study](#)



SEO Campaign Performance Data from Google Analytics

JUN 1, 2021 – MAY 31, 2022 Vs. JUNE 1, 2022 – MAY 23, 2023



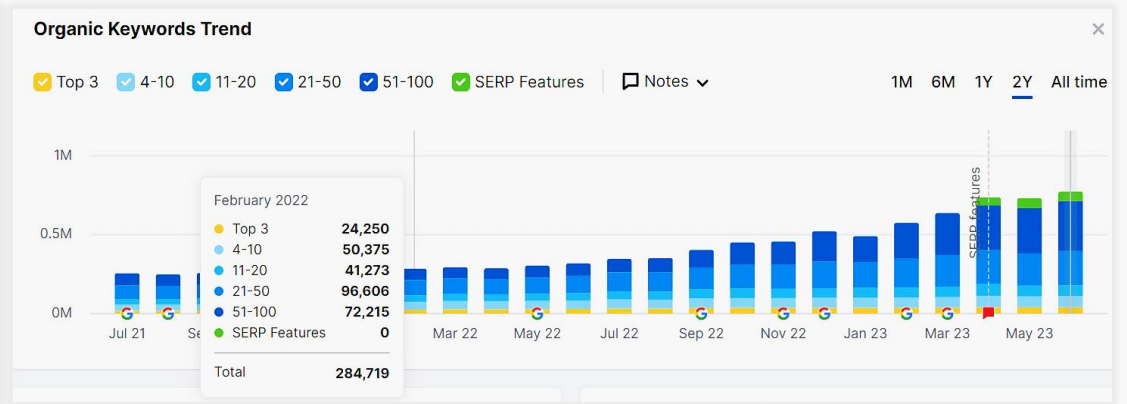
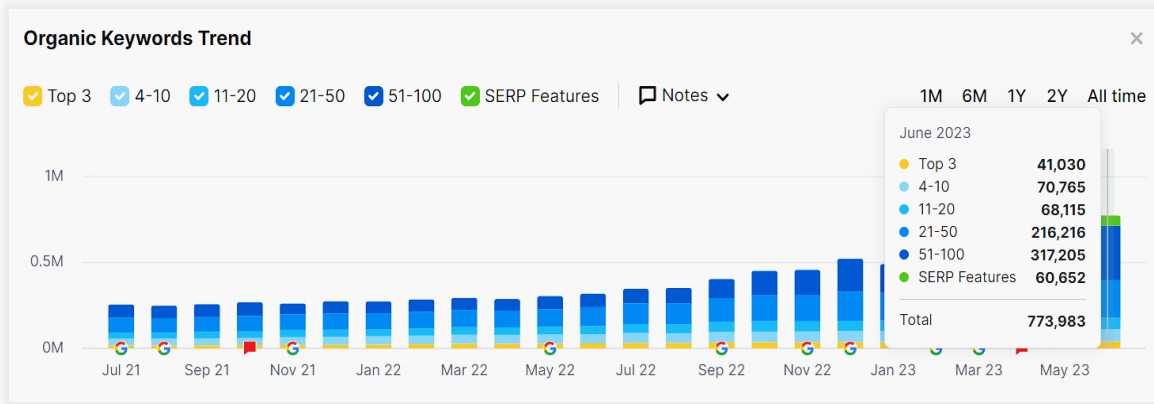
	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	32.00% ▲	31.11% ▲	31.51% ▲	62.20% ▼	7.00% ▲	18.83% ▲
1 Organic Search	44.71% ▲			60.99% ▼		



Above is the one-year growth comparison of users and sessions before and after I managed TravelTriangle's SEO. In one year, an ~32% uplift in users and sessions was observed. Below is a screenshot of the total users and session numbers in 16 months, showing exponential growth.

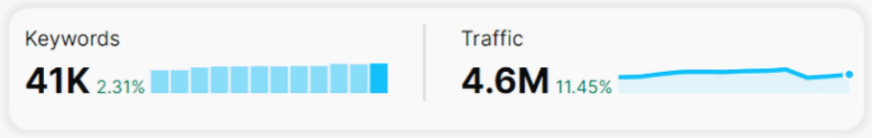


Ranking Organic Keywords in Search Results

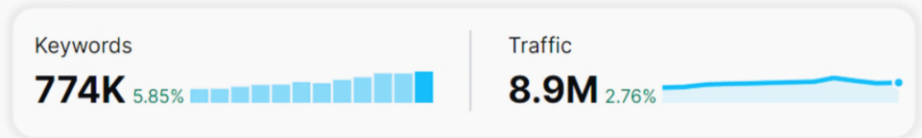


Date: Jun 21, 2023 [Organic Research: traveltriangle.com](#)

TOP 3 POSITIONS IN INDIA



ALL POSITIONS IN INDIA



Keywords by Intent

Intent	Keywords	Traffic
Informational	52.7%	480.5K
Navigational	3.7%	34.1K
Commercial	23.1%	210.1K
Transactional	20.5%	186.9K

Well-crafted inbound marketing strategy helps TravelTriangle dominate the travel niche-related keyword rankings in India, with over 41000 keywords ranking in the top 3 places on SERP as of June 2023 (~69% increase in ranking number since February 2022) with highly informative content providing value to their users! (upper left-side).

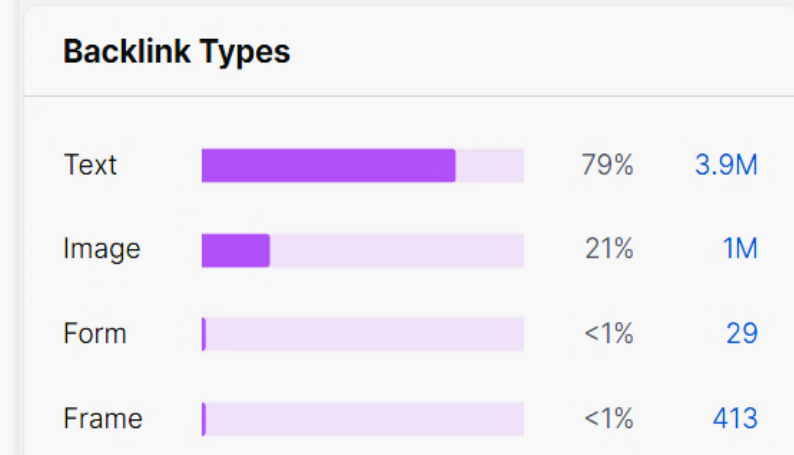
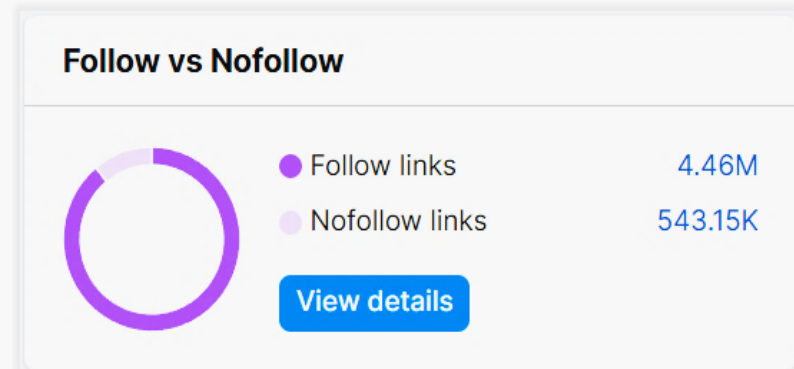
Ranking for over 41000 keywords in the top 3 positions is proof that optimizing and refurbishing contents, fixing technical errors, inserting appropriate schemas, and prioritizing the user experience can boost your website's ranking!



Backlinks Profile

Backlink profile for traveltriangle.com

Referring Domains <small>i</small>	Backlinks <small>i</small>	Monthly Visits <small>i</small>	Organic Traffic <small>i</small>
36.8K <small>-4%</small>	5M <small>-3%</small>	8.3M	11.7M <small>✓</small>



Performed blog commenting, guest postings, broken link building, Web 2.0, and directory listing citations for TravelTriangle's link building campaign. Using Ahrefs and SEMrush helps me keep track of my client's backlink profile. Within a year, a continuous, structured and niche-based link-building activity helped TravelTriangle reach backlink acquisition from 2 million to 5 million, and as a result, increased the domain authority score to 79 from 63.



Rafid Automotive Solutions (Dubai)

Propelled brand visibility to new heights, igniting a mind-blowing **210% Surge in organic traffic** through SEO, social media, and online reputation management. My efforts encompassed an in-depth site audit, keyword research, targeted content development, social media management, and the implementation of technical SEO best practices.

Getting their site seen organically for non-brand keywords was the biggest challenge they were facing. Having a strong organic presence helps boost trust and credibility, which is what the business needs.

- Implemented on-page optimized content - optimizing keyword-based titles, meta data, and web content.
- Built ranking growth of 20 keywords - Sharjah accident reporting, Sharjah police accident/report, Sharjah accident report app, etc.
- Header tags and description tags audit.
- Image SEO – Alt tags implementation.
- Technical SEO activities: schema implementation, revised sitemap, robots.txt file creation, canonicalization, site speed improvements, and Duplicate content issues resolve.
- Content marketing – guest posts once per month.
- Promotion of published content through content syndication.
- Link outreach activities – online business listings.
- In-depth research helped to better understand user intent, competitiveness and to identify and prioritize gaps in both content and organic search visibility.

Achieved ~210% increase in organic traffic within 4 months (from 2100 organic visitors per month to 6400 visitors per month).

Improved ranking of top local keywords within the accident reporting niche on Google's first page.



Aditya Group (India)

Engineered a phenomenal **125% surge in organic traffic** for three budding educational websites, each under six months old. Inbound marketing magic and cutting-edge lead generation tactics were the driving forces behind this exceptional achievement. Expanding our horizons, I managed SEO tasks across diverse business verticals, including the ever-evolving worlds of hospitality, finance, and sports.

The objectives were to start stealing market share from leading competitors through increased organic search share of voice. Increase organic traffic by 150% within 6 months and rely less on paid search. Increase the number of completed admissions (conversions) and lay the foundation for future SEO success.

- I worked consistently on all aspects of SEO month-over-month. Implemented various on-page and off-page (extensive link building) strategies after a careful site audit and competitor analysis.
- Revised content with newly researched keywords, implementing structured schema, revised sitemap, canonicalization, meta title and description optimization, page speed improvements, and image alt tags.
- Developed better UX/UI to make it more user-friendly. Improved the site's technical foundation (speed optimization, CTA, and lead magnet implementation).
- Moved on to promoting the business through social media, link building, setting up, and optimizing the Google My Business profile to get the benefit from local SEO.
- Focused on competitive keywords for target pages like enrollment and admissions, and assisted in writing new optimized content with specific keywords targeted to achieve the company goal.

Achieved incredible growth in the site's organic traffic after 6 months, as well as organic leads.

Generated a 125% uplift in organic traffic to the website after 6 months. Effective SEO helped generate 7,000+ website visits and more than 2000 leads in 9 months. Generated 3,000 organic leads and converted 40% into high-value sales in a year.





Content Writing Samples



Marketing, SEO & Digital Marketing Content

<https://arundigm.com/seo/seo-for-restaurants/>

<https://arundigm.com/case-analysis/traveltriangle-digital-strategy-case/>

<https://arundigm.com/digital-marketing/digital-marketing-channels/>

<https://arundigm.com/seo/how-to-use-google-trends/>

<https://arundigm.com/seo/best-seo-audit-tools/>

<https://arundigm.com/marketing/marketing-metrics/>

Travel Content

<https://www.travelanddestinations.com/athens-reasons-why-you-should-visit/>

<https://www.travelanddestinations.com/hamburg-things-not-to-miss/>

<https://www.travelanddestinations.com/reasons-to-visit-germany/>

<https://www.travelanddestinations.com/germany-unique-places-to-visit/>

<https://www.travelanddestinations.com/berlin-top-reasons-to-visit/>

<https://www.travelanddestinations.com/europe-winter-places-to-visit/>

<https://www.travelanddestinations.com/paris-best-things-to-do-with-kids/>

<https://www.travelanddestinations.com/paris-romantic-things-to-do-in-paris/>

<https://www.travelanddestinations.com/florence-fantastic-day-trips/>

<https://wanderlustandcitydust.com/blog>





What People Say About Me





DEBALIN DAS **ENTREPRENEUR**

MUSICOOOL TECHNOLOGIES PVT. LTD.

“Arunabha is an excellent team player and have in depth domain knowledge. I love his discipline and dedication to work and highly recommend him for professional assignments.”



ANIL JHA **FOUNDER**

A JHA MEDIATECH

“Arunabha is driven and passionate about all things digital - motivated to learn, innovative by approach, creative in style, and analytical in his thinking. He is a talented and dedicated employee as well as a valuable asset to any organization who would like to take advantage of his skillset.”



MIKE CLEGG **OWNER**

TRAVEL AND DESTINATIONS

“I have worked with Arunabha for some time now and I have been impressed by the quality of his work and his professionalism. As a writer he provides well-written articles that are optimized for SEO, and articles that he wrote for us is one of our best-performing and receives a large amount of organic traffic. I also find Arunabha very nice to work with and he has excellent communication skills.”



DIANA BOIDYO **MARKETING MANAGER**

ADITYA GROUP

“I have seen Mr. Arunabha demonstrate strong critical thinking skills and the leadership capabilities necessary for success in the management field. He has helped our company achieve many goals through his valuable input as well as a persistent dedication to our organizational strategy.”





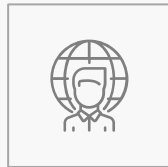
How Did I Achieve Success?



01

STEP 1

Identifying objectives, research and preparation



02

STEP 2

Developing inbound marketing strategies and plans of action



03

STEP 3

Measuring campaigns progress and continuous self-improvement



04

STEP 4

Analyzing outcomes and focusing on the future strategies





My Project's Roadmap



INITIATIVE	OBJECTIVE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Developing an inbound marketing strategy	Reach potential customers through well-crafted campaigns	█	█										
Creating engaging content strategy	Craft content that engages and inspires the target audience		█	█	█	█	█	█	█	█	█		
Optimizing search rankings	Optimize for better and more visibility on search engine result page with complete SEO effort		█	█	█	█	█	█	█	█	█		
Leveraging social media platforms	Community management and content creation - Connect with customers and boost brand awareness				█	█	█	█	█	█	█		
Analyzing user habits	Gather user data to optimize design, UI for more engagement											█	
Executing email campaigns	Lead nurturing - Send emails to subscribers to convert leads into sales												█

Keyword Research Sheet

Sample SEO Plan



THANKS!

REACH OUT TO ME

Arunabha Chakraborty

arunabha.c09@gmail.com

Mobile: +91 9831529704

Skype: arunabha.astro



www.arundigm.com

Book a FREE Consultation

