Aayush Maggo

SENIOR SEO SPECIALIST · 10+ YEARS

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PROFILE

Senior SEO specialist with 10+ years across enterprise and SMB - combining hands-on technical SEO (audits, schema, Core Web Vitals, crawl architecture) with advanced analytics and AI-driven automation. Recently built proprietary rank-tracking infrastructure and AI workflows that automate keyword research, content briefing, and SERP monitoring at scale - positioning clients for the GEO/AEO landscape.

AWARDS & RECOGNITION

★ **APAC SEMRUSH Search Awards - Best Small SEO Agency**
WINNER 2022

★ **APAC SEMRUSH Search Awards - Best Low-Budget Campaign**
WINNER 2022

CORE COMPETENCIES

Technical SEO Audits · Schema & Structured Data · Core Web Vitals · Crawl & Indexation · Site Architecture · Keyword & Intent Mapping · On-Page Optimisation · Content Strategy & Audits · Programmatic SEO · Generative Engine Optimization (GEO) · Answer Engine Optimization (AEO) · GA4 / GTM / Adobe Analytics · BigQuery & SQL · Python Automation · AI Agents (LangGraph, ADK) · Looker Studio · A/B & Multivariate Testing · Stakeholder Management · Team Mentorship

EXPERIENCE

Independent Contractor Jul 2024 – Present

AI Search Specialist · Remote, Australia

Clients: First 5 Minutes, AngryChair, Turnkey Furniture

Working across a portfolio of SMBs, I owned both the technical analytics infrastructure and the organic search strategy - building the measurement foundations clients needed while actively driving rankings, traffic, and search visibility through hands-on SEO execution.

TECHNICAL SEO & AI AUTOMATION

- Built AI automation workflows streamlining core SEO processes - keyword research, content gap analysis, content briefing, and SERP monitoring - reducing manual effort and enabling faster, more scalable optimisation across the account.
- Performed comprehensive technical SEO audits covering crawlability, indexation, site architecture, internal linking, redirect chains, Core Web Vitals, page speed, mobile usability, and structured data implementation.
- Identified and resolved crawl budget issues, duplicate content problems, and canonicalisation errors across client websites.
- Audited and optimised XML sitemaps and robots.txt configurations to ensure search engines were accessing and indexing the right pages.
- Implemented schema markup across key page types including product, local business, FAQ, and review schemas to improve SERP visibility and CTR.
- Engineered a proprietary rank-tracking ecosystem using DataForSEO API + BigQuery, eliminating third-party data costs and enabling deep historical analysis.
- Developed an AEO monitoring tool tracking brand citation sentiment across ChatGPT, Gemini, and Perplexity - positioning clients ahead of the post-SGE landscape.

KEYWORD RESEARCH & CONTENT STRATEGY

- Conducted in-depth keyword research and competitor analysis - identifying search demand, content gaps, and ranking opportunities tailored to each client's market and audience.
- Mapped keywords to search intent across the full funnel to build content strategies that captured demand at every stage.

PROJECT & CLIENT MANAGEMENT

- Managed end-to-end SEO project delivery - organising project calendars, prioritising workstreams, and coordinating across copywriting, development, and design to keep implementations on track.
- Stayed ahead of Google algorithm updates, core changes, and emerging SEO trends; centralised reporting in Looker Studio dashboards that cut manual reporting time by 40%.
- Drove majority of managed clients to Page 1 rankings for primary commercial keywords, materially increasing organic lead volume.

AKQA Aug 2021 – May 2024

Data Marketing Consultant · Melbourne, VIC

Clients: KFC, Hesta, Fonterra

- Developed deep understanding of clients' business challenges and goals; proactively built hypotheses and actionable insights from datasets spanning eCommerce shopping carts, content performance, and online video.
- Designed and deployed analytics implementations across Adobe and Google solutions - solution designs, business requirement documents, custom events, variables, and dimensions - ensuring 100% data accuracy.
- Configured and deployed website tagging and analytics tools for site implementations across GA4, GTM, and Adobe - including cross-domain and CMS-level tracking.
- Analysed user journey paths in BigQuery to identify drop-off points, informing landing-page and CRO improvements that supported organic traffic conversion.
- Designed, deployed, and analysed A/B and multivariate tests; collaborated with strategists and tech teams to deploy optimisation and personalisation programs.
- Prepared and presented reports and dashboards to senior client stakeholders - combining insight generation with strong data visualisation skills.
- Mentored junior team members and contributed to the growth and reputation of the Insights & Personalisation team across the AKQA network.

R/GA Jan 2021 – Jun 2021

Search Engine Optimization Analyst · Melbourne, VIC

Clients: Toyota

SEO STRATEGY & SEARCH PERFORMANCE

- Analysed organic search performance to surface ranking opportunities, content gaps, and architecture improvements across Toyota's large-scale automotive web properties.
- Monitored the impact of site changes, campaigns, and algorithm updates on organic visibility - providing real-time recommendations on structured data, internal linking, and on-page optimisation to senior stakeholders.

TECHNICAL SEO & ANALYTICS IMPLEMENTATION

- Implemented and debugged complex analytical tracking across Toyota's web properties; developed measurement frameworks connecting digital touchpoints to commercial outcomes.
- Audited tagging infrastructure and worked alongside technology and experience design teams to evaluate emerging martech tools and ensure data architecture supported SEO-aligned decision making.

STAKEHOLDER ENGAGEMENT & REPORTING

- Presented complex SEO and performance insights face-to-face to senior Toyota stakeholders - translating technical findings into strategic narratives that drove decisions and grew engagement scope.
- Built ad-hoc dashboards and standardised reporting frameworks connecting SEO KPIs (traffic, rankings, impressions, CTR) to Toyota's broader marketing and business objectives.

A.P. Web Solutions Aug 2019 – Jan 2021

Search Engine Optimization Specialist (Part-time) · Melbourne, VIC

Clients: First 5 Minutes, AngryChair, Turnkey Furniture

- Owned both technical analytics infrastructure and organic search strategy across a portfolio of SMB clients - driving rankings, traffic, and visibility through hands-on execution.
- Performed comprehensive technical SEO audits covering crawlability, indexation, site architecture, internal linking, redirect chains, Core Web Vitals, page speed, mobile usability, and structured data.
- Identified and resolved crawl budget issues, duplicate content problems, and canonicalisation errors; audited and optimised XML sitemaps and robots.txt configurations.
- Implemented schema markup (product, local business, FAQ, review) and Google Tag Manager (including cross-domain tracking) across multiple client websites.
- Conducted in-depth keyword research and competitor analysis; mapped keywords to search intent across the full funnel to build content strategies that captured demand at every stage.
- Performed regular content audits to identify underperforming pages - recommending consolidations, refreshes, or redirects to recover lost rankings and improve site quality signals.
- Managed end-to-end SEO project delivery - organising project calendars, prioritising workstreams, and coordinating across copywriting, development, and design.
- Stayed ahead of Google algorithm updates, core changes, and emerging SEO trends.

CueForGood Solutions Apr 2014 – Jun 2018

Organic Search Specialist · Chandigarh, India

Clients: Petdoors.com, CLNWash.com, Thechaingang.com

- Acted as strategic consultant to eCommerce clients - owned the organic search function end-to-end from technical audits and on-page optimisation through to reporting, strategy, and cross-team execution.
- Developed and executed organic search strategies - identifying ranking opportunities, closing content gaps, and improving site architecture to drive sustainable traffic growth.
- Conducted technical SEO audits covering crawlability, indexation, site speed, Core Web Vitals, structured data, and internal linking; translated findings into prioritised action plans for development teams.
- Performed keyword research and search intent analysis to guide content strategy - mapping target terms to the full eCommerce funnel from awareness through to purchase.
- Optimised on-page elements including title tags, meta descriptions, headers, schema markup, and internal linking structures across client sites.
- Monitored signals from Google Search Console, Google Analytics, Ahrefs, and Moz to identify performance trends, ranking shifts, and opportunities.
- Tracked and reported on organic traffic, revenue attribution, and keyword ranking movement - building dashboards connecting SEO activity directly to commercial outcomes.
- Managed Google Analytics and Mailchimp platform configurations - ensuring accurate tracking and attribution of organic and email-driven conversions.
- Coordinated SEO deliverables across copywriting, design, and development teams; presented performance updates and strategic recommendations to clients at regular intervals.

EDUCATION

Master of Technology - ERP Systems & Business Analytics GPA 6.18 / 7

Federation University Australia

Bachelor of Business Administration

Kalinga University

CERTIFICATIONS

- Supervised Machine Learning: Regression & Classification - DeepLearning.AI
- Amplitude Practitioner: Acquisition - Amplitude
- Deep Agents with LangGraph - LangChain Academy

TECHNICAL SKILLS

SEO Tooling: Screaming Frog, Ahrefs, SEMrush, Moz, Google Search Console, DataForSEO, Sitebulb
Analytics: GA4, Google Tag Manager, Adobe Analytics, Looker Studio, Amplitude
Data & Code: Python, SQL, BigQuery, HTML, CSS, structured data (JSON-LD)
AI & Automation: Google ADK, LangGraph, AI Agents, GEO/AEO workflows