

Aastha Sunuwar

SEO Executive

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PROFILE

SEO Executive with 1+ year of hands-on experience in on-page optimization, content strategy, and local SEO. Proven track record of improving organic rankings and driving traffic growth for clients across eCommerce, travel, accounting, consultancy, and NGO sectors. Up to date with emerging trends including AEO and GEO.

CORE COMPETENCIES

On-Page SEO	Technical SEO (Basic)
Keyword Research & Planning	Answer Engine Optimization (AEO)
Local SEO (Google Business)	Generative Engine Optimization (GEO)
Content Strategy & SEO Writing	Performance Tracking & Reporting
SEO Audits	Competitor Analysis

WORK EXPERIENCE

Junior SEO Executive

2023 – Present

JO Marketing · Lalitpur, Nepal

- Executed on-page SEO for 10+ client websites — optimized meta tags, headings, internal linking, and URL structures
- Conducted keyword research and gap analysis to identify high-value ranking opportunities per client niche
- Performed full SEO audits and resolved crawlability, indexation, and on-page issues using Screaming Frog and GSC
- Built and maintained local SEO presence via Google Business Profile optimization, improving local pack visibility
- Developed SEO content briefs and optimized service pages aligned with user search intent
- Tracked KPIs weekly using GA4 and GSC — reported on traffic, impressions, CTR, and keyword movement
- Managed SEO campaigns across eCommerce, travel & trekking, accounting firms, consultancies, and NGO sectors

Key Results:

- Contributed to consistent month-over-month organic traffic growth across multiple client accounts
- Improved keyword rankings from page 3–5 to page 1 for target terms on client websites
- Delivered SEO-optimized content that reduced bounce rate and improved time-on-page

Freelance SEO Content Writer

2022 – 2023

Self-Employed

- Wrote SEO-optimized service pages, landing pages, and blog content for clients across multiple industries
- Integrated primary and secondary keywords naturally while maintaining brand tone and audience intent
- Delivered content that improved organic search visibility and user engagement metrics for clients

TOOLS & PLATFORMS

SEO & Analytics

- Google Search Console (GSC)
- Google Analytics 4 (GA4)
- SEMrush
- Ahrefs
- Screaming Frog

CMS Platforms

- WordPress
- Shopify
- Wix
- Squarespace
- Custom CMS

EDUCATION

Master of Information Technology & Management (MITM)

Tribhuvan University

Ongoing

Bachelor's Degree

Tribhuvan University

Completed

INDUSTRIES SERVED

eCommerce · Travel & Trekking · Accounting Firms · Educational Consultancies · NGOs

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