

Sandal Shukla

SEO EXPERT & CONTENT STRATEGIST - DUBAI

contact@sandalshukla.com | +971 50 123 4567 | linkedin.com/in/sandalshukla

PROFILE

SEO Expert and Content Strategist with 8+ years of hands-on experience across keyword research, content strategy, technical SEO, off-page growth, local SEO and CRM-tracked organic leads. Based in Dubai with 3+ years of UAE experience, building search programmes that rank, reach and convert.

CORE EXPERTISE

Keyword research & URL mapping	Content strategy & audits
On-page & technical SEO	Off-page SEO & link building
Local SEO & listings	Zoho CRM lead measurement

EXPERIENCE

SEO Expert & Content Strategist

Apr 2023 - Present

Avyanco Business Setup Consultancy - Dubai, UAE

- Own ROI-led keyword research, URL mapping, semantic anchor planning and monthly content strategy for Avyanco.com and Avyanco.com/auditing.
- Run content audits, on-page optimisation, technical fixes, AI-assisted off-page publishing, backlinks and guest posting.
- Connect organic lead generation with Zoho CRM conversion analysis and monthly stakeholder reporting.
- Manage Google Business Profile and office listings across Bayut, Dubizzle and Property Finder.

SEO Expert in Dubai Agency

Apr 2022 - Feb 2023

Redberyl Digital - Middle East - Dubai, UAE

- Delivered keyword research, URL mapping, technical audits and on-page recommendations for agency retainers.
- Built high DA/PA competitor backlink programmes, local SEO plans and monthly performance reports.
- Led content creation, marketing strategy and social page optimisation, calendars and posting cadence.

SEO Professional

Jan 2019 - Mar 2022

Infinizi Consulting & MITRAA - Noida / Ajman

- Led guest posting, link building and off-page optimisation across active accounts.
- Defined keyword strategy and URL mapping with competitor analysis and SEO-friendly content implementation.
- Ran metadata and technical audits to keep sites healthy and indexable.

Sandal Shukla

SEO EXPERT & CONTENT STRATEGIST - DUBAI

contact@sandalshukla.com | +971 50 123 4567 | linkedin.com/in/sandalshukla

EARLIER EXPERIENCE

SEO Executive

Sep 2017 - Jan 2019

Webbizz Infosolutions - Noida, India

- Guest posting, link building, off-page optimisation, keyword strategy and URL mapping.
- Competitor analysis, content creation assistance, metadata and technical audits.

SEO Trainee

Apr 2017 - Sep 2017

FosterideaZ Technologies Pvt. Ltd. - Noida, India

- Built the foundation of the SEO career path through guest posting, link building, keyword strategy, competitor analysis and content support.

SELECTED OUTCOMES

- Built repeatable SEO and content systems across business setup and auditing brands in Dubai.
- Tied search visibility to CRM-recorded organic lead conversion, not only ranking screenshots.
- Delivered full-stack SEO across content, technical, off-page, local and reporting workstreams.
- Managed multi-market schedules across GCC, UK and US time zones.

TOOLS & STACK

Ahrefs | Semrush | Screaming Frog | Google Search Console | GA4 | Zoho CRM | Google Business Profile | Bayut | Dubizzle | Property Finder | Surfer / AI writing tools | WordPress | HTML | Looker Studio | Google Tag Manager

AVAILABILITY

Based in Business Bay, Dubai, United Arab Emirates. Available for senior in-house and consulting roles, working GST/GMT+4 and comfortable across GCC, UK and US time zones.