Sana

SEO Content Writer

Varanasi, Uttar Pradesh, India | hsana13090@gmail.com | LinkedIn | Portfolio

Professional Summary

SEO Content Writer with 3+ years of experience writing engaging blogs, product descriptions, and website content that grab attention, connect with readers, and drive results. Skilled in keyword research, on-page and off-page optimization, content strategy, and performance reporting for brands across hospitality, travel, home decor, healthcare, eCommerce, real estate, and wellness. Track record of improving keyword rankings, organic traffic, and domain authority, including securing placements in Google AI Overviews.

Skills

Core Skills: SEO Content Writing, Copywriting, Editing & Proofreading, Keyword Research & Analysis, Keyword Gap Analysis, On-Page SEO, Off-Page SEO, Backlink Generation, SEO Audits, SERP Analysis, Competitor Analysis, Content Strategy, Technical Writing, Analytics & Performance Reporting

Tools: SEMrush, Screaming Frog, Google Search Console, Google Analytics (GA4), GTmetrix, WordPress, Shopify, Google NLP Tool, ChatGPT, Perplexity, Grammarly, Hemingway Editor, Google Ads

Professional Experience

Redhoney Consulting **Nov 2025 – Apr 2026**
Digital Marketing Executive – SEO & Content Writer (Internship) *Remote*

- Managed end-to-end SEO and content writing for 5 clients across hospitality, coworking, wellness, and vegan product industries, plus internal Red Honey Group websites.
- Wrote 60+ SEO-optimized articles; led keyword research, keyword gap analysis, on-page and off-page SEO, website audits, and backlink generation (300+ backlinks via guest posting, directories, and Quora/Reddit outreach).
- Delivered daily and monthly performance reports using Google Analytics (GA4) and Google Search Console.
- *Achievements: For the hospitality client, executed local SEO across multiple locations (including Goa and Uttar Pradesh), ranking 5 articles on Google for multiple keywords, with one article driving 5K–7K monthly traffic; articles also appeared in Google AI Overviews and Domain Authority improved from 20 to 31 in two months. For the coworking client, overall website traffic rose from 300 to 2.8K in one month. Wellness client's page views grew from 500 to 1.3K.*

Crusader Works **Jan 2026 – Mar 2026**
Search Engine Optimization Specialist (Job) *Remote (United States)*

- Developed SEO content and service pages for U.S.-based clients, strengthening search-friendly website copy.
- Supported on-page SEO improvements and contributed to SEO and AEO (Answer Engine Optimization) strategy documents and audits.
- *Achievements: Strengthened search-friendly content and on-page SEO across client service pages, supporting improved search visibility.*

Uncodemy **Jul 2025 – Sep 2025**
Content Writer (Job) *Remote*

- Wrote SEO-friendly blogs on web development, programming, SEO, digital marketing, and AI tools.
- Produced beginner-friendly, clearly structured content; supported topic research and content planning to improve organic visibility.
- *Achievements: Improved online visibility for educational content through clear, search-focused writing and structured topic planning.*

SoTalented **Jul 2025 – Sep 2025**
Content Writer (Internship) *Remote*

- Conducted keyword and competitor research; wrote long-form SEO articles, guides, playbooks, and eBook-style resources.
- Repurposed articles into LinkedIn and social posts to expand social media presence.
- *Achievements: Increased engagement and website visibility through SEO content and repurposed posts, boosting LinkedIn growth.*

Phooldaan **May 2024 – Apr 2025**
Content Writer (Internship) *Remote*

- Wrote 120+ SEO-focused articles and 50 product descriptions aligned with brand strategy and search intent for an eCommerce brand.
- Secured organic placements on high DA/PA websites (valued at $80–$100/post) through content quality alone.
- Created trend-driven and seasonal articles that improved domain authority and keyword rankings.
- *Achievements: Drove a 65% increase in organic traffic within two months through consistent publishing and keyword targeting, without paid promotions.*

Delhi Belly LA **Dec 2024 – Mar 2025**
Content Writer (Job) *Remote (Alhambra, CA)*

- Wrote keyword-targeted, locally-focused SEO articles on Indian cuisine, restaurant experiences, and seasonal dishes for a restaurant brand.
- Collaborated with SEO and marketing teams to align articles with local promotions and customer interests.
- *Achievements: Improved local search rankings, increased foot traffic, and boosted online engagement for the restaurant.*

Education

Bachelor of Commerce (B.Com) Completed 2026
University of Allahabad, Allahabad, India

Intermediate in Arts Completed 2023
Mukularanyam English School

Certifications

- Content Writing – Great Learning
- Content Writing – Udemy

Languages

English (Professional Working Proficiency) | Hindi (Fluent – Speaking & Writing) | Urdu (Elementary/Reading Proficiency)