



# ShuvoRay

## SEO Professional AEO and GEO Specialist

Highly Professional Expert with 5 Years of Experience

### ABOUT ME

This is Shuvo Ray. An SEO expert with 5 years of hands-on experience in improving website visibility and boosting organic search rankings. I specialize in **on-page**, **off-page**, and **technical SEO**, as well as **SEO** (Search Engine Optimization), **AEO** (Answer Engine Optimization), and **GEO** (Generative Engine Optimization). I also optimize your business content for AI-powered search results, including ChatGPT, Gemini, Copilot, and other generative question-answer engines.

Using data-driven strategies, I ensure increased organic traffic to your website. Staying updated with the latest SEO trends and search engine algorithms is a key part of my professional commitment.

### EDUCATION

#### Bachelor of Science in Digital Marketing

- Freelancers Academy, Mumbai Jan 2017
- Outsourcing BD Institute, Rangpur July 2018

#### Certification

Google Analytics Academy  
HubSpot Academy  
SEMrush Academy

### SKILLS

- SEO Audits & Competitor Analysis
- Keyword Research & Analysis
- On-Page SEO
- Search Engine Optimization
- Generative Engine Optimization
- Answer Engine Optimization
- JSON-LD Schema Markup
- Technical SEO
- Link Building & Outreach
- Google Search Console Indexing
- Webmaster Tool indexing
- Reporting & Metrics

Tools: Google Analytics, SEMrush, Ahrefs, Moz, Yoast, Rank Math, etc.

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### EXPERIENCE

#### SEO Specialist | Freelance | 2020–Present Fiverr, United States

- With over 5 years of experience, I've successfully optimized 100+ websites for clients in the United States using On-page, Off-page, and Technical SEO strategies, delivering higher rankings and real organic traffic growth.

#### On Page SEO | Spreadshirt | Remote 2022 - 2023

231 S Main St Suite 412, Greensburg, PA 15601, United States

- I worked on on-page and technical SEO for Spreadshirt, focusing on site structure development, meta optimization, Google Search Console setup, Bing indexing, and overall search engine visibility.

#### Full Website SEO | The Costume Company Present 2024

19 Kitchener Rd, Kedron QLD 4031, Australia

- Worked on On-page SEO, Technical SEO, and Link Building for The Costume Company, helping to improve their online visibility and search engine rankings.

#### SEO ANALYST January 2020 - Present

Aldenaire & Partners, Any City

- Analyzed competitor websites and SEO strategies to identify gaps and opportunities.
- Quality backlinks have been increased through DA (Domain Authority) and PA (Page Authority) analysis and competitor backlink analysis. In addition, quality link-building activities have been conducted to improve SEO, which has made it possible to bring the website to the forefront of search results, leaving competitors behind.
- Performed regular SEO audits and efficiently handled on-site migrations to ensure stable search engine rankings

Languages: English, Bangla & Others if applicable.