



MANISH GHIMIRE

SEO Specialist

About Me

SEO Specialist with over 2 years of experience managing 50+ SEO projects across legal, SaaS, eCommerce, home services, finance, and other industries. Experienced in semantic, technical, local, on-page, and off-page SEO, with a strong focus on EEAT, topical authority, and content strategy. Proven track record of improving organic visibility, increasing qualified traffic, and supporting business growth through technical optimization and data-backed SEO strategies.

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Expertise

Semantic SEO
Technical SEO
Local SEO
On-Page & Off-Page SEO
Content Strategy
EEAT & Topical Authority
Keyword Research
Competitor Analysis

Professional Experience

SEO Team Lead | RankMeTop

Jan 2026 – Jul 2026 (Full Time)

- Led an SEO team managing 25+ projects across diverse eCommerce and service niches
- Owned SEO strategy, prioritization, and performance reporting across all managed accounts, presenting insights and recommendations
- Developed and implemented proven, data-driven SEO strategies
- Mentored and trained team members on semantic SEO, technical audits, and content strategy best practices
- Coordinated cross-functional collaboration with developers, content, and design teams

SEO Specialist | RankMeTop

Jan 2025 – Dec 2025 (Full Time)

- Managed SEO for e-com & local businesses across multiple niches
- Conducted comprehensive technical SEO audits and resolved crawlability, indexing, and Core Web Vitals issues to improve overall site health
- Developed on-page and local SEO strategies, optimizing Google Business Profile (GBP) & map-pack rankings
- Executed keyword research, technical SEO optimization, and link building

SEO Executive | RankMeTop

Oct 2024 – Dec 2024 (Full Time)

- Deepened expertise in semantic SEO
- Created topical maps and content briefs to guide writers on search intent, entity coverage, and content structure
- Conducted data analysis and performance reporting
- Managed link building and off-page SEO
- Performed keyword research and technical optimization

SEO Intern | RankMeTop

Jul 2024 – Sep 2024 (Full Time)

- Built a foundational grasp of semantic SEO based on Koray Tugberk Gubur's framework

Django Python Intern | Mindrisers Consortium Pvt. Ltd.

March 2024 – April 2024 (Full Time)

- Built a foundational grasp of Django and Python web development fundamentals

Course

Topical Authority and Semantic SEO Course

Koray Tugberk Gubur

Education

2019 – 2024

Bachelor in Computer Application
Ratna Rajyalaxmi Campus, Tribhuwan University

2017 – 2018

+2, Science
Shree Damkada Higher Secondary School, Tansen, Palpa

2017

Secondary Education Examination (SEE)
Shree Damkada Higher Secondary School, Tansen, Palpa

Training

Computer Hardware, Software, Networking and Troubleshooting

Ratna Rajyalaxmi Campus

Dec 2023 – Feb 2024

Python with Django
Mindrisers Consortium Pvt. Ltd.

SEO Knowledge & Expertise

Course, Education & Training

SEO Tools & Platforms

Proficient in industry-leading SEO tools and platforms for technical audits, keyword research, competitor analysis, content optimization, local SEO, analytics, website management, and performance reporting.

Technical SEO: Screaming Frog SEO Spider, Google Search Console, PageSpeed Insights, GTmetrix, Google Rich Results Test

Keyword & Competitor Research: Ahrefs, SEMrush, SE Ranking

Content & SEO Automation: MarketMuse, SearchAtlas (OTTO SEO)

Analytics & CRO: Google Analytics 4, MS Clarity

CMS & Website Platforms: WordPress/WooCommerce, Shopify, Wix, Squarespace, BigCommerce

Local SEO: BrightLocal, Google Business Profile

Outreach & Prospecting: Snov.io

Entity-Focused SEO & Semantic Strategy

Applies semantic SEO principles to build topical authority through entities, relationships, and search intent. Influenced by Koray Tuğberk GÜBÜR's topical authority methodology, with a focus on creating content ecosystems that improve relevance, topical coverage, and long-term organic visibility.

Content Strategy & Topical Authority

Develops topical maps, content clusters, and scalable information architectures that comprehensively cover subject areas while expanding EAV coverage. Combines entity optimization, search intent analysis, and EEAT principles to strengthen topical authority and improve content relevance.

Technical SEO & Website Architecture

Performs comprehensive technical SEO audits covering crawling, indexing, Core Web Vitals, structured data, XML sitemaps, robots.txt, canonicalization, JavaScript SEO, and internal linking. Prioritizes technical improvements that enhance crawlability, indexability, and overall site performance.

Programmatic SEO & Scalable Content

Plans and optimizes scalable content strategies using programmatic SEO principles for large keyword sets, location pages, and template-driven content. Focuses on maintaining semantic relevance, search intent alignment, and content quality while avoiding duplication and thin content.

AI Search Optimization (GEO & AEO)

Optimizes content for AI-powered search experiences by improving entity recognition, semantic relationships, information gain, and structured content. Focuses on increasing visibility across Google's AI Overviews, ChatGPT, Gemini, Perplexity, and other AI-driven search platforms.

Industries & Niches

Legal

Home Services (HVAC, Plumbing, Flooring, Fencing, Pest Control & Home Improvement)

Automotive

Logistics

Construction & Construction Finance

Hospitality & Hotel Technology (SaaS)

IT & Enterprise Software (SaaS)

Media Technology & Digital Entertainment

Education Technology (EdTech)

Finance

Real Estate

Human Resources

Cannabis & CBD

Health & Wellness

Fashion & Apparel

Home Furnishings

Jewelry & Luxury Goods

Art & Collectibles

Sports Memorabilia

Film & Entertainment

Stationery

Pet Food & Pet Care

Cemeteries & Memorial Services

eCommerce (Multi-Niche)

SEO Knowledge & Expertise

Continued

Search Systems Research & SEO Experimentation

Regularly studies Google's Search Central documentation, research papers, patents, and industry findings to better understand search systems, semantic retrieval, and ranking systems. Validates SEO strategies through hypothesis testing and practical experimentation across content, technical SEO, and AI search.

Structured Data & Entity Optimization

Implements and optimizes Schema.org structured data to strengthen entity recognition, improve semantic understanding, and enhance eligibility for rich search results. Experience includes Organization, Local Business, Product, Service, FAQ, Breadcrumb, and Article schema.

Information Architecture & Internal Linking

Designs scalable website architectures and internal linking strategies that improve crawl efficiency, strengthen topical clusters, and distribute authority across important pages while enhancing user navigation.

Continuous Learning & SEO Research

Maintains an active focus on semantic SEO, information retrieval, NLP, AI search, algorithm updates, and emerging search technologies through continuous research, testing, and implementation.