



## Rupam Golder

Local SEO Strategist

### CONTACT



Khulna, Bangladesh



rupamgolder.com



### CORE SKILLS

- Google Business Profile (GBP) Optimization
- Local Keyword Research & Location-Based Keyword Targeting
- Google Map Pack Ranking Strategies
- Local Citation Building & NAP Consistency Management
- Local Landing Page Optimization
- On-Page SEO for Local Service Websites
- Technical SEO for Local Business Sites
- Local Competitor & SERP Analysis
- Review Management & Local Reputation Optimization
- Answer Engine Optimization (AEO) for Featured Snippets & Voice Search
- Generative Engine Optimization (GEO) for AI Search Results
- Local SEO Audit, Tracking & Performance Reporting

### CERTIFICATIONS



## PROFESSIONAL PROFILE

I help local businesses increase visibility, leads, and customer calls through practical, data-driven Local SEO strategies. Over the past three years, I've worked with 200+ local businesses across different industries, helping them improve their presence on Google Search and Maps.

I am known for fixing local ranking issues, improving Google Maps visibility, and building strong local search foundations that drive consistent growth. I specialize in Google Business Profile optimization, local citation building, location-based keyword targeting, local landing page optimization, and improving Google Map Pack rankings.

I also run a growing SEO training community on YouTube, where I regularly publish educational content about Local SEO, Google Business Profile growth, and local search strategies.

## PROFESSIONAL EXPERIENCE

Local SEO Strategist | Freelance (Global)

### 2023– 2025

Junior SEO Specialist at Creative IT Institute (2023–2025) – Worked on SEO projects focused on keyword research, on-page optimization, technical SEO, and content improvement.

Assisted in improving website rankings, organic traffic, and search visibility while gaining hands-on experience in real SEO campaigns.

### 2023– Present

I specialize in optimizing local service-based businesses, helping them improve their online visibility and attract targeted customers.

I have successfully delivered proven results across a variety of industries, including travel agencies, law firms, dental clinics, plumbing services, and other local businesses.

My approach focuses on data-driven strategies, consistent optimization, and long-term growth to ensure measurable improvements in rankings, traffic, and conversions.

If you're looking for someone who understands both global SEO standards and local business needs, I'm always ready to contribute and bring proven results.

Language : Fluent in ENGLISH ,BANGALI ,HINDI