

AADESH DAHAL

SEO Specialist

9804960798 • aadeshdahal10.7@gmail.com • Kathmandu, Nepal

PROFESSIONAL SUMMARY

BCA student with self-developed knowledge in SEO including keyword research, on-page optimization, and content strategy. Completed web development training which gives me a technical understanding of how websites are structured, directly applicable to technical SEO tasks.

SEO & TECHNICAL SKILLS

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| • On-Page SEO | Meta titles, descriptions, header tags (H1–H3) |
| • Keyword Research | Google Keyword Planner — search intent & volume |
| • Google Search Console | Indexing, crawl errors, search performance |
| • Google Analytics | Traffic analysis, user behavior & session tracking |
| • Internal Linking | Site architecture & link equity distribution |
| • Web Development | HTML/CSS basics from Web Dev Workshop |
| • Content Optimization | SEO-focused content structuring & placement |
| • Local SEO Awareness | Service-area targeting for professional sectors |

PROJECTS

Law Firm Website — SEO Optimization Project | 2026-present

- Built and optimized two law firm websites using Google Sites, applying real-world SEO practices from ground up
- Conducted keyword research using Google Keyword Planner to identify high-intent legal service keywords
- Optimized all meta titles and descriptions for each page to improve click-through rate in search results
- Structured content using proper H1, H2, and H3 hierarchy for both readability and search engine clarity
- Implemented internal linking strategy across pages to improve site navigation and crawl depth
- Submitted site to Google Search Console; monitored indexing status and resolved crawl coverage issues
- Applied local SEO principles targeting legal service searchers in a specific geographic area

EDUCATION

Bachelor in Computer Application (BCA) | 2023 – Present

Madan Bhandari Memorial College, Kathmandu

WORKSHOPS & TRAINING

- Fundamentals of Web Development Workshop - HTML/CSS structure & site building
- UI/UX Design Training Workshop - user experience principles
- Graphic Design Training - (Canva, visual communication)

ADDITIONAL SKILLS

Self-motivated learner • Attention to detail • Problem-solving • Quick to adopt new tools • Team collaboration