

PRITISH BANERJEE

Head of SEO · Senior SEO Manager · Organic Growth Leader

Technical SEO · Multi-Site SEO Management · Entity SEO · Generative Engine Optimization (GEO) · LLM Optimization

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Internationally mobile and relocation-ready · Available for permanent, full-time senior search leadership roles across Asia-Pacific, Europe and North America

PROFESSIONAL SUMMARY

SEO leader with 17 years in organic search, accountable for programs that convert search visibility into qualified pipeline and revenue. Directs technical SEO at depth — crawl and indexation architecture, site migrations, Core Web Vitals, schema and DNS/CDN infrastructure — alongside entity-led optimization for AI search (GEO, LLM visibility, AI Overviews). Has led delivery across 14 client accounts, directed teams of up to 15, recovered sites from Google penalties, and served international clients across North America and Asia-Pacific. Sets strategy and standards while staying hands-on.

SELECTED ACHIEVEMENTS

- Increased organic traffic 42% in four months for an eCommerce client through crawl and indexation remediation, internal linking and search-intent content.
- Recovered 82% of lost organic traffic for CA NY Movers after a Google algorithm penalty, restoring commercial rankings and inbound lead volume.
- Directed SEO delivery across a 14-account multi-sector portfolio, leading specialist teams of up to 9.
- Governed site migrations, redirect strategy and schema implementation across multi-site portfolios, protecting organic performance through structural change.
- Led a 15-person content team delivering content programs for Mitsubishi, BT and PwC.

CORE COMPETENCIES

Technical SEO & Site Architecture · Crawl & Indexation Strategy · Website Migrations · Core Web Vitals · Schema & Structured Data · JavaScript SEO · Multi-Site SEO Management · SEO Strategy & Roadmapping · Generative Engine Optimization (GEO) · AI Search & LLM Optimization · Entity SEO & Knowledge Graph Optimization · Semantic SEO & Topical Authority · Search Everywhere Optimization · Content Strategy · Keyword Research & Search Intent Mapping · Penalty Recovery · Link Acquisition & Digital PR · eCommerce SEO · Local SEO & Google Business Profile · Conversion Rate Optimization · SEO Governance · SEO Automation · Analytics & Reporting · Stakeholder Management · Team Leadership

PROFESSIONAL EXPERIENCE

Senior SEO Consultant | Independent Practice — International Client Portfolio | Mar 2025 – Present

Retained senior SEO lead for international clients across legal, eCommerce, SaaS and local service sectors — full ownership of strategy, technical delivery, governance and performance reporting.

- Direct SEO strategy and delivery for an international client portfolio, governing technical architecture, topical authority planning, content systems and executive reporting against lead and revenue targets.
- Turned around eCommerce organic performance, rebuilding crawl architecture, internal linking and content systems to lift traffic 42%.
- Led penalty recovery for a long-distance moving client, rebuilding content quality and backlink profile to restore 82% of lost organic traffic.
- Standardized technical SEO frameworks across client accounts — crawl budget, indexation control, site architecture, Core Web Vitals, schema and CMS performance.
- Established AI search programs securing brand citation in AI Overviews and LLM answers — entity SEO, Knowledge Graph alignment, semantic structuring and schema — with prompt engineering and SEO automation applied at scale.
- Own performance reporting through GA4, Google Search Console and Looker Studio, translating organic results into pipeline and revenue narratives for business owners and marketing leads.

Web Developer & SEO Specialist | Terra Labs Inc. | Jul 2024 – Feb 2025

- Delivered SEO and web development for a cannabis-sector business under strict advertising and compliance restrictions, sustaining organic visibility where paid and promotional channels were unavailable.

- Strengthened site speed, Core Web Vitals and security across WordPress and WooCommerce properties, eliminating technical defects that suppressed crawlability and conversion.
- Lifted organic rankings across priority commercial categories by restructuring metadata, information architecture and internal linking.
- Delivered measurable visibility into organic acquisition by deploying analytics and tracking infrastructure, and aligned web, content and compliance requirements across cross-functional teams.

SEO & Web Strategy Advisor | **BidRank Pvt Ltd.** | Dec 2023 – Jun 2024

- Advised the leadership of a web development and SEO firm on service strategy, delivery standards and operational scalability.
- Raised delivery consistency and reduced rework by standardizing technical and on-page SEO practice across client projects.
- Built internal delivery capability by mentoring junior developers and SEO staff in technical auditing and indexation management, and supported client acquisition through an established industry network.

Head of SEO | **MissionOp Inc.** | Jun 2009 – Nov 2023

Promoted from SEO Executive & Analyst. 14-year tenure owning SEO strategy, delivery and client governance across a multi-sector portfolio.

- Headed SEO for 14 concurrent client accounts, owning delivery standards, resourcing and client governance across a multi-sector portfolio.
- Ranked 25+ priority commercial keywords into the top 10, expanding qualified organic entry points in competitive service markets.
- Restored organic performance for clients hit by Google algorithm updates and manual penalties, directing technical audits that resolved crawl, indexation, duplication and site architecture defects.
- Preserved rankings and traffic through platform change by directing site migrations and redirect strategy across client properties.
- Owned keyword strategy and topical content roadmaps using Ahrefs, SEMrush and Moz, guiding copywriting teams on search-intent-led content and securing high-authority backlinks through media outreach and digital PR.
- Chaired client performance reviews against agreed KPIs, shaping forward strategy and sustaining multi-year client retention.
- Owned web server, domain, DNS, CDN, IP and AutoSSL administration, providing infrastructure-level technical control beyond conventional SEO scope.

Web Content Manager | **Web Spiders** | Aug 2004 – May 2009

Promoted from Business Development Executive.

- Directed a 15-person content team producing creative and technical web content, owning content and distribution strategy across client and in-house web properties.
- Produced content programs for Mitsubishi, BT and PwC, including whitepapers and client-facing guides.
- Previously led a 10-person sales team selling web development services, building early commercial and people leadership experience.

TECHNICAL SKILLS & TOOLS

Analytics & Reporting: Google Analytics 4 (GA4), Google Search Console, Looker Studio, Google Tag Manager

SEO Platforms: Screaming Frog, Ahrefs, SEMrush, Moz

Technical SEO: Site migrations, crawl and log analysis, indexation control, schema markup and structured data, Core Web Vitals, canonicalization, redirect management, internal linking architecture

AI Search & Automation: Generative Engine Optimization (GEO), LLM optimization, AI Overviews visibility, entity SEO and Knowledge Graph alignment, prompt engineering, SEO automation (Firecrawl, Apify)

CMS & eCommerce: WordPress, WooCommerce, Shopify, Yoast SEO, Rank Math

Infrastructure & Paid: Cloudflare CDN, DNS, cPanel, SSL/AutoSSL, web server administration, Google Ads/PPC, MailChimp, Klaviyo

EDUCATION & LANGUAGES

Bachelor of Arts (English), First Class

Indira Gandhi National Open University (IGNOU), India | 2015 – 2019 · Completed alongside full-time employment.

Languages: English (Full professional proficiency) · Hindi (Full professional proficiency) · Bengali (Native)