

PRASANTA GHOSH

Technical SEO Specialist | WordPress Performance & Infrastructure

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PROFESSIONAL SUMMARY

Technical SEO Specialist with 7 years of hands-on experience owning the full technical and content stack for high-traffic gaming reward properties — from server infrastructure to search rankings. Manages VPS, Cloudflare, and Varnish caching architecture alongside schema markup, competitor SERP audits, and GA4-driven content strategy. Self-taught, execution-first operator who has independently diagnosed and resolved production-level caching and performance issues most SEO specialists never touch. Currently driving 8,000+ daily visitors on a self-owned property with zero paid acquisition.

CORE SKILLS

Technical SEO — Schema/Structured Data (JSON-LD), Competitor & SERP Audits, EEAT Optimization, On-Page SEO, Content Gap Analysis, GA4 Analytics & Reporting, Rank Math SEO

Infrastructure & Performance — VPS Management, Cloudflare (Complete DNS Setup & Configuration), Varnish Cache Architecture, PHP Optimization, WordPress Development, WP Rocket, DMARC/Email Authentication

Monetization & Growth — Ad Network Diversification (Adsterra, Ezoic), Community-Led Traffic Strategy, CLS-Safe Ad Implementation

PROFESSIONAL EXPERIENCE

Site Owner & Technical Lead — Gamers Dunia (gamersdunia.com)

December 2019 – Present

- Own end-to-end technical and content operations for a gaming rewards property generating 8,000+ daily visitors, managing infrastructure, SEO, and monetization as a solo operator
- Diagnosed and resolved a multi-layer caching failure where Varnish was not purging on content updates — traced to a disabled WP Rocket integration and a missing server-level configuration constant
- Engineered device-aware cache separation (Varnish VCL) to eliminate mobile layouts incorrectly serving to desktop users, closing a UX and ranking risk
- Built and maintain a structured data (schema) framework across key pages to improve SERP feature eligibility
- Diversified monetization after an AdSense policy disablement by implementing Adsterra ad units with CLS-safe reserved layouts, reducing dependency on a single ad network
- Rolled out DMARC email authentication (staged p=none → quarantine → reject) to protect domain sending reputation

Technical SEO Consultant — Rezor Tricks (rezortricks.com) (*Third-party client*)

May 2024 – Present

- Drove a 350% overall traffic lift over 5 months through technical SEO audits, schema implementation, and on-page fixes
- Grew organic traffic from 7K to 52K monthly visits (per SEMrush) within 4 months by applying a competitor-audit and EEAT-driven content methodology validated on Gamers Dunia
- Delivered a 475% revenue increase within 3 months, tying technical SEO execution directly to business outcomes
- Built custom JSON-LD structured data across key pages to improve SERP feature eligibility and indexation

EDUCATION

B.Tech, Civil Engineering — Narula Institute of Technology (MAKAUT), Kolkata — 2018