

Mrudang Tank | SEO Strategy & Growth Systems

Senior SEO Consultant | AI-Driven Search Architect *Building scalable organic growth for global brands.*

Professional Profile

I am **Mrudang Tank**, an SEO strategist specializing in building structured, ROI-focused organic growth engines. With a deep background in technical SEO and performance analytics, I bridge the gap between complex data and actionable business decisions.

I don't just optimize for "traffic"—I optimize for **market share, lead quality, and predictable revenue**. My methodology combines traditional SEO excellence with modern AI-driven workflows to deliver results across competitive global landscapes.

Core SEO Expertise

1. Technical & Architecture

- Full-scale Technical Audits (Crawlability, Indexing, Site Structure).
- Core Web Vitals (CWV) & Page Experience optimization.
- JavaScript SEO & Single Page Application (SPA) indexing management.

2. Growth & Strategy

- **AI-Driven Workflows:** Utilizing LLMs for automated reporting, content gap analysis, and semantic clustering.
- **Content Strategy:** High-intent topical authority mapping and E-E-A-T alignment.
- **Data Visualization:** Custom SEO Dashboards using GA4, GSC, and Looker Studio.

3. Performance Integration

- Aligning Organic Search with Paid Media (Google/Meta Ads) for full-funnel efficiency.
 - Conversion Rate Optimization (CRO) for SEO landing pages.
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Selected Case Studies

Case Study 1: Scaling High-Intent Visibility (Singapore)

- **Problem:** High traffic but low lead quality for an interior design firm.
- **Action:** Restructured service pages for **Commercial Intent**; implemented internal linking silos to boost high-margin renovation keywords.
- **Outcome:** 40% increase in qualified organic inquiries and improved rankings for top-tier keywords within 90 days.

Case Study 2: Technical Recovery & Indexing (Malaysia)

- **Problem:** A healthcare portal suffered from crawl inefficiencies and poor indexing of critical treatment pages.
- **Action:** Executed a technical "cleanup" of the crawl budget, optimized XML sitemaps, and fixed pagination errors.
- **Outcome:** Significant boost in organic visibility for priority medical terms and stabilized performance tracking.

Case Study 3: Global Authority Building (USA)

- **Problem:** Stable site but stagnant growth due to weak backlink authority in a niche manufacturing sector.
- **Action:** Conducted a Keyword Gap Analysis and executed a strategic, high-authority backlink roadmap.
- **Outcome:** Achieved Page 1 rankings for competitive manufacturing terms and a clear 12-month growth trajectory.

Industry Experience

I have successfully led SEO initiatives across the following sectors:

- **E-commerce & Retail:** Scaling D2C brands through product-led SEO.
- **SaaS & Technology:** Architecting growth for digital platforms and apps.
- **Healthcare & Medical:** Navigating YMYL compliance and local search dominance.
- **Industrial & Manufacturing:** B2B lead generation for technical niches.

The SEO Tech Stack

- **Analysis:** Ahrefs, SEMrush, Screaming Frog, Sitebulb.
- **Analytics:** Google Search Console, GA4, BigQuery.
- **Automation:** ChatGPT/Claude (Prompt Engineering for SEO), Python (Basic scripts for data).
- **Reporting:** Looker Studio, Google Sheets (Advanced).