

Sailesh Giri

SEO SPECIALIST | AEO & PROGRAMMATIC SEO | SEO WITH TECHNICAL WEB SKILLS

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SUMMARY

Hands-on SEO specialist with 3+ years of execution experience across SaaS, travel, eCom, and local business verticals. CS background; comfortable with code, automation, and data. Actively learning and experimenting with AEO and RAG-aware content strategies, optimizing for visibility across Google, ChatGPT, Perplexity, and Gemini. Not fazed by obstacles; I research my way around them. Energetic, analytical, and creative thinker with a growth mindset, eager to contribute to a team that pushes each other to grow.

EXPERIENCE

Freelance SEO Specialist Self Projects & Independent Clients

2024 – Present Remote

- Delivered local SEO, on-page optimization, and keyword research for small businesses across Nepal and international markets.
- Built programmatic SEO projects targeting high-volume UK financial queries: studentloancalculator.uk and calculatemystampduty.co.uk.
- Rank and rent project: built and actively working on yogainpokhara.com to rank for international travellers searching for yoga retreats in Pokhara, renting the website for leads to local yoga retreats.
- Recovered a production site from Bing de-indexing through persistent escalation with Bing Webmaster Support.
- Experimenting with AEO frameworks, AI citation tracking, and prompt-engineered content pipelines as personal SEO R&D.

SEO Consultant YHHITS (yhhits.com)

Sep 2025 – Ongoing Remote

- Providing end-to-end SEO consultancy covering technical audits, keyword strategy, on-page optimization, and content direction.
- Executing eCom SEO strategies — product page optimization, category architecture, and search visibility for online stores.
- Implementing AEO and RAG-aware content strategies to ensure client visibility across AI-powered search engines (ChatGPT, Perplexity, Gemini).
- Investigated and resolved a Cloudflare Worker cloaking attack where a malicious script served gambling spam to Googlebot; identified 2,500+ spam backlinks from 20+ compromised sites across 7 countries.
- Actively learning and implementing CRO principles, following the Blend Commerce framework to improve conversion rates alongside organic traffic growth.
- Building and managing content automation workflows using n8n and LLMs to scale content production efficiently.

SEO Specialist Nep Tech Pal Pvt Ltd

Jul 2023 – Jun 2025 Remote (Contract)

- Grew an AI SaaS client from 5 monthly organic visits to **10,000+ visits** through an alternative/vs comparison content strategy, driving outstanding revenue growth.
- Achieved **33K organic clicks in 6 months** via pure internal linking strategy (Koray Tugberk Gubur's framework) with zero link building.
- Built a content automation pipeline with **n8n + Google Gemini** that auto-generates research-backed articles with SEO metadata from a spreadsheet trigger.
- Managed SEMrush and Ahrefs for competitive analysis, backlink monitoring, and keyword tracking.

Content Writer & SEO Specialist North Nepal Travel & Trek Pvt Ltd

Mar 2023 – Mar 2025 Hybrid (Contract)

- Wrote and optimized travel content targeting high-intent keywords for Nepal trekking and tour packages.
- Conducted full SEO audits covering technical, on-page, and content gap analysis.
- Optimized Google Business Profile for local visibility and "near me" search dominance.
- Managed keyword-driven editorial planning across CMS platforms.

KEY RESULTS

METRIC	RESULT
Organic traffic growth	51 → 1,000+ clicks in 3 months (+1,860%)
Impressions growth	1.14K → 33.9K+ impressions (+2,870%)
Internal linking only	33K clicks in 6 months, only 6 referring domains
AI content performance	138 clicks & 7.7K impressions in 7 days, rank #2, cited by Claude & LLMs
Link building	Earned Washington Post backlink via HARO

WHAT I BRING TO THE TABLE

I execute, not just strategize: Every result on this CV came from hands-on work: audits, content, builds, fixes.

I find the way, not the excuse: Obstacles get researched, tested, and solved. Not escalated and forgotten.

I learn in public and fast: AEO, CRO, automation: I pick up what matters and ship it into real work quickly.

I bring energy to the team: Self-managed, async-ready, and genuinely excited about growing alongside people who care about the craft.

PROJECTS

Student Loan Calculator

[PROGRAMMATIC SEO](#) [EMD](#)

Programmatic SEO tool targeting UK student loan repayment queries. Auto-generated landing pages with calculators to capture long-tail traffic. **20,000+ users in last 28 days.**

studentloancalculator.uk

Stamp Duty Calculator

[PROGRAMMATIC SEO](#) [INTENT MATCH](#)

Programmatic SEO targeting UK property buyers. Auto-generated pages for stamp duty calculations across all UK regions. **760+ users in first 16 days of launch.**

calculatemystampduty.co.uk

Yoga in Pokhara

[RANK & RENT](#) [EMD](#)

Rank and rent project in active progress. Targeting yoga-related searches in Pokhara, Nepal. Already generated 7 potential leads for local yoga retreats before reaching target rankings, with ongoing SEO work to push it higher.

yogainpokhara.com

AEO EXPERTISE

01 RAG-Aware Content Optimization

Entity-based clustering, fact-dense writing, retrieval-optimized headings, knowledge graph alignment.

02 AI Citation Tracking

Achieved first Claude citation through entity + schema optimization. Monitors AI citations across ChatGPT, Perplexity, Gemini.

03 Content Automation

End-to-end n8n workflows with Google Gemini, from spreadsheet trigger to published, SEO-optimized Google Doc.

04 Prompt Engineering

Single-shot prompts producing high-quality content with 0% AI detection across Sapling, GPTZero, Grammarly.

SKILLS

SEO TOOLS

[Google Search Console](#) [Ahrefs](#) [SEMrush](#)
[Screaming Frog](#)

AI & LLM

[ChatGPT](#) [Claude](#) [Claude Code](#) [Gemini](#)
[Perplexity](#)

DEVELOPMENT

[Python](#) [JavaScript](#) [Next.js](#) [Django](#) [Vibe Coding](#)

AUTOMATION & PLATFORMS

[n8n](#) [Cloudflare](#) [WordPress](#) [Firebase](#) [Vercel](#)
[VPS](#)

EDUCATION

Bachelor of Computer Science and Technology SOCH College of IT

2022 – 2026

MENTORING & COMMUNITY

Workshop Mentor: SEO 101

10-day intensive at Code for Change Pokhara (May 2025). Taught SEO fundamentals, AI in search, and hands-on implementation.

Community Builder

Runs a no-paywall collaborative learning community focused on SEO, AI, AEO & automation.

REFERENCES

Sudip Bhandari

Team Lead, YHHITS

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Bibek Acharya

Founder, Nep Tech Pal Pvt Ltd

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Mohan Raj Bhandari

Managing Director, North Nepal Travel & Trek Pvt Ltd

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