

VARSHAL NIRBHAVANE

GEO & AEO Strategist | AI Search Visibility Lead | Enterprise SEO & Organic Growth

Mumbai, India • +91-8169017099 • mail@varshal.online
linkedin.com/in/varshals • varshal.online

PROFESSIONAL SUMMARY

Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) leader with 5+ years driving enterprise organic growth and a deep focus on AI search visibility across ChatGPT, Google AI Overviews and AI Mode, Gemini, Perplexity, Claude, and Microsoft Copilot. Specialize in making brands the cited, recommended answer inside large language model outputs — engineering brand mentions, citations, and cited-page footprints at scale through entity optimization, structured data, llms.txt, citation-worthy content, and AI-crawler access strategy. Proven record translating AI and organic search into business outcomes: millions of users, tens of thousands of monthly leads, and tens of millions in attributed revenue across health insurance, banking, fintech, and edtech. Owns the full search function end to end — technical architecture, programmatic systems, content, digital PR, analytics, team leadership, and CXO reporting.

KEY IMPACT HIGHLIGHTS

AI Search / GEO & AEO

- Scaled ManipalCigna's AI answer **citations 17x (from ~2.9K to 49.9K)** and **cited pages ~11x (from ~1.1K to 11.9K)** in six months, dramatically widening the brand's footprint across AI-generated answers.
- Grew **brand mentions in LLM/AI outputs from 906 to 1.7K per month** (nearly 2x), with current momentum of **+19.7%** period over period — moving the brand from “occasionally mentioned in LLM outputs” toward consistent, citation-worthy presence.
- Engineered GEO/AEO content and schema that earn citations across **ChatGPT, Google AI Overviews & AI Mode, Gemini, Perplexity, and Claude** for high-intent and YMYL health queries.

Organic SEO & Revenue

- Delivered **USD 25M+ in monthly organic revenue impact** for a top-tier Indian banking platform (15M+ monthly users) at Puretech Digital.
- **Doubled organic users (107K to 215K/mo)** and **tripled organic clicks (50K to 150K/mo)** at ManipalCigna in four months; grew impressions **20x (2M to 40M/mo)**.
- Scaled Aavas Financiers organic traffic **30K to 160K/mo (5x)** and contributed **USD 15.5M in annual loan disbursal**; took Testbook.com **0 to 1.2M monthly users in eight months**.
- Built and ranked **1,000+ programmatic SEO landing pages** across enterprise insurance and finance properties.

CORE EXPERTISE

AI Search, GEO & AEO: Generative Engine Optimization (GEO) · Answer Engine Optimization (AEO) · LLM Optimization (LLMO) · AI Overviews & Google AI Mode · ChatGPT, Gemini, Perplexity, Claude & Copilot visibility · brand mention, citation & share-of-voice growth · entity & knowledge-graph optimization · llms.txt & AI-crawler access strategy · citation-worthy, RAG-friendly content

Enterprise & Technical SEO: Enterprise SEO strategy & roadmapping · programmatic SEO (1,000+ dynamic pages) · schema/structured data · canonical & hreflang logic · indexation & crawl budget · Core Web Vitals · JS rendering · topical authority & E-E-A-T for YMYL · core-update recovery · internal linking architecture · digital PR & link acquisition

Analytics, Leadership & Reporting: GA4, GA 360, Google Search Console, Looker Studio, Microsoft Clarity · Ahrefs, Semrush, Screaming Frog, Sitebulb, Moz, Surfer · Python automation · team leadership & hiring · agency/vendor governance · CXO reporting, MIS dashboards & QBRs

PROFESSIONAL EXPERIENCE

ManipalCigna Health Insurance

Deputy Manager, Marketing (SEO & AI Search) | Nov 2025 - Present

Lead the end-to-end SEO and AI search (GEO/AEO) charter for one of India's leading standalone health insurers. Manage an 8-person in-house team plus a retained agency, partnering across product, content, design, and engineering to ship work that moves business numbers.

AI Search Visibility (GEO & AEO)

- Launched the company's AI Search Visibility program; grew **brand mentions in AI/LLM answers from 906 to 1.7K per month**, with recent momentum of **+19.7%** period over period.
- Scaled **LLM citations 17x (~2.9K to 49.9K)** and **cited pages ~11x (~1.1K to 11.9K)** in six months by expanding citation-worthy, entity-rich content and structured-data coverage.
- Moved the brand up the AI-visibility tiers — from “occasionally mentioned in LLM outputs, visibility can improve” toward consistent citation — using mention, citation, and cited-page tracking to pinpoint and close gaps.

- Won citations and inclusions across **ChatGPT, Google AI Overviews & AI Mode, Gemini, Perplexity, and Claude** for high-intent health-insurance and YMYL health queries.
- Deployed AI-crawler access strategy (GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended), llms.txt, and server-side rendering to maximize content retrievability by AI engines.

Organic SEO

- **Doubled total organic users (~107K to 215K/mo)** and **tripled organic clicks (50K to 150K/mo)** within four months.
- Grew **organic impressions 20x (2M to 40M/mo)**; scaled **organic leads 2,000 to 5,000/mo**; generated **~USD 32K/mo** in organic-attributed revenue (GA4).
- Shipped **1,000+ programmatic landing pages** across health insurance, disease, symptoms, deficiency, and ABHA clusters with full schema and controlled internal linking.
- Ranked **500+ competitive insurance/health terms in Google India top 10 within 90 days**; strengthened E-E-A-T via verified medical-reviewer attribution and structured author profiles.
- Implemented FAQ, Article, MedicalCondition, BreadcrumbList, Organization, and Speakable schema; fixed canonical/indexation conflicts at scale; lifted mobile Core Web Vitals past thresholds.
- Report weekly to marketing leadership and quarterly to the CXO group on organic traffic, leads, keyword visibility, AI search visibility, and agency SLAs.

Puretech Digital

Associate Business Manager, SEO | Mar 2025 - Nov 2025

Led SEO for one of India's largest banking platforms (15M+ monthly users), owning seven core and 15+ secondary financial categories with a direct line into client marketing and product leadership.

- Delivered the equivalent of **USD 25M in monthly organic revenue impact** across the priority financial product set.
- Held **90% of high-intent commercial keywords in Google's top 3** through the year.
- Recovered rankings cleanly after two Google core updates by isolating affected templates and rebuilding thin content and internal links.
- Resolved long-standing indexation, canonical, and JavaScript-rendering issues suppressing crawl coverage on key product templates.
- Implemented financial-product, FAQ, and product schema at scale and introduced AEO structuring for answer-engine eligibility.
- Mentored a team of three SEO executives on a sprint-based delivery model; presented quarterly performance and roadmap to the client's SVP group.

Aavas Financiers Limited

Deputy Manager, Marketing (SEO) | Nov 2023 - Mar 2025

Owned organic growth for a publicly listed affordable housing finance company with deep regional presence, scaling organic from a small contributor into a top lead source.

- Scaled organic traffic **30K to 160K/mo (5x)** within twelve months; generated **10,000+ organic leads/mo** for home loan and loan-against-property.
- Contributed **USD 15.5M in annual loan disbursement** sourced through organic channels.
- Built and optimized **2,000+ dynamic regional landing pages** targeting tier-2 and tier-3 markets; achieved top-3 rankings on **300+ competitive home-loan keywords** within six months.
- Strengthened regional and vernacular SEO through structured data, localized content, and hreflang; improved page speed, mobile usability, and lead-form conversion.

Testbook.com

SEO Executive | Nov 2022 - Nov 2023

Drove SEO for a high-traffic edtech platform serving competitive-exam aspirants, taking a fresh content vertical from cold start to a major acquisition channel.

- Scaled organic traffic **0 to 1.2M monthly users in eight months**.
- Published **1,000+ AI-assisted, editor-reviewed content pages** with strict QC; generated **24,000+ organic leads/mo** and **~USD 144K/mo** in organic revenue.
- Secured **300+ high-authority backlinks** via outreach and digital PR; built scalable internal linking and sitemap frameworks; resolved indexing and crawlability bottlenecks.

Alphacom Group

Senior Digital Marketing Executive | Aug 2021 - Nov 2022

Led full-funnel digital marketing for in-house ecommerce and lead-generation brands.

- Owned SEO and performance marketing across multiple Shopify and WordPress properties; delivered **5x ROAS on Meta Ads** through structured creative and audience testing.
- Managed Amazon Marketplace SEO and listing optimization; led a two-member team and built repeatable processes for research, content, and reporting.

GoChartist

Digital Marketing Intern | Apr 2021 - Aug 2021

- Conducted keyword research, competitor benchmarking, and content-gap analysis; optimized metadata, on-page elements, and internal linking; supported technical audits, sitemap implementation, and improved listing CTR.

EDUCATION

Bachelor of Science, Computer Science — University of Mumbai

CERTIFICATIONS

Google Analytics Individual Qualification (GAIQ) · Google Digital Unlocked - Fundamentals of Digital Marketing · Semrush Digital Advertising Certification · SEO Professional Training Certification

TECHNICAL SKILLS

AI Search / GEO / AEO: GEO, AEO, LLMO · AI Overviews & AI Mode optimization · ChatGPT, Gemini, Perplexity, Claude, Copilot visibility · entity & knowledge-graph optimization · llms.txt · AI-crawler management (GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended) · citation-worthy & RAG-friendly content

AI Visibility Tools: Profound, Peec AI, Otterly.ai, Scrunch, Ahrefs Brand Radar, Semrush AI Toolkit

SEO & Analytics: GA4, GA 360, Google Search Console, Ahrefs, Semrush, Screaming Frog, Sitebulb, Moz, Surfer, Microsoft Clarity, Looker Studio

Structured Data: Schema.org (FAQ, Article, MedicalCondition, Product, HowTo, Speakable, Organization, BreadcrumbList), JSON-LD

AI & Automation: AI-assisted content systems, LLM workflows, prompt engineering, local LLM deployments, Python automation

CMS & Development: WordPress, Shopify, Liferay, HTML, CSS, JavaScript, Liquid, PHP, Python

Marketing Platforms: Meta Ads Manager, Google Ads, Amazon Marketplace, Google Tag Manager

Productivity: Microsoft Excel (advanced), Google Sheets, Notion, Trello, Jira

LANGUAGES

English (professional working proficiency) · Hindi (native) · Marathi (native)