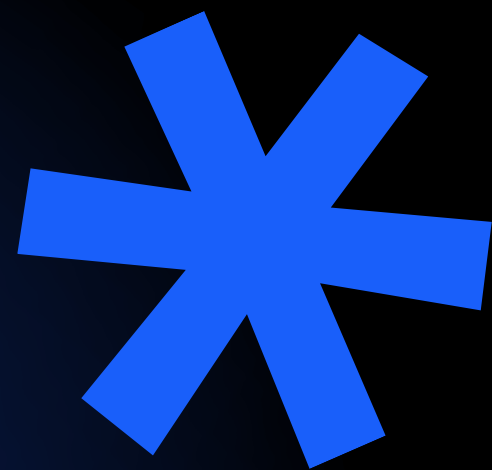
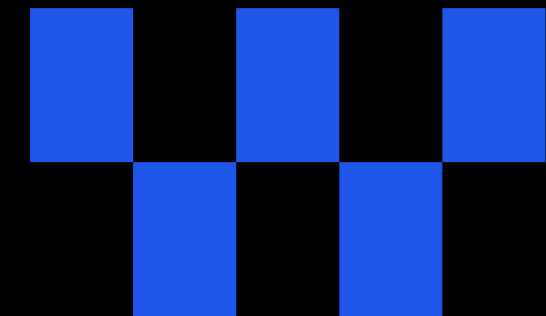


DIGITAL MARKETING PORTFOLIO



GENERATIVE AI



SIDDHANT SHARMA

HRC/DM/3601

TABLE OF CONTENTS

2026

ABOUT ME

RESUME

SKILLS

TOOLS

LINKEDIN PROFILE

LINKEDIN POSTS AND INSIGHTS

CERTIFICATION

WEBSITE PROJECT

ANALYTICS

SEARCH ENGINE OPTIMIZATION

SOCIAL MEDIA PRESENCE

META BUSINESS SUITE

FUNNEL MARKETING

BUYER PERSONA

COMPETITOR ANALYSIS

EMAIL MARKETING

CREATIVES AND DESIGN WORK

AI AUTOMATION

DIGITAL MARKETING PRESENTATION

THANK YOU

HEY I'M

SIDDHANT SHARMA

I'M CURRENTLY PURSUING B.COM FROM SRI AUROBINDO COLLEGE, DELHI UNIVERSITY(DU) AND BUILDING MY CAREER IN DIGITAL MARKETING.

I HAVE DEVELOPED SKILLS IN SEO, SOCIAL MEDIA MARKETING, CONTENT CREATION, PAID ADVERTISING,

AND GENERATIVE AI, WITH A STRONG FOCUS ON CREATING STRATEGIES THAT DRIVE REAL RESULTS.

I'M ALSO WORKING ON MY DIGITAL MARKETING AND FREELANCING AGENCY, REACHRVAZ, WHERE I FOCUS

ON HELPING BUSINESSES GROW BY PROVIDING THEM SERVICES AND HELPING THEM REACH THE RIGHT

AUDIENCE.

I ENJOY COMBINING CREATIVITY WITH DATA-DRIVEN STRATEGIES TO CREATE MEANINGFUL DIGITAL

EXPERIENCES.

CURRENTLY LEARNING, EXPERIMENTING, AND EAGER TO GAIN REAL-WORLD EXPERIENCE IN

THE DIGITAL MARKETING INDUSTRY.

CEO

RESUME

SIDDHANT SHARMA

B.Com Undergraduate

✉ siddhant9864@gmail.com ☎ +91 9997247333 📍 New Delhi, India

🌐 linkedin.com/in/siddhant-sharma-82635437b

PROFILE SUMMARY

Ambitious Digital Marketing and Generative AI enthusiast pursuing B.Com at the University of Delhi with a growing interest in Finance, Investment, and Marketing. Skilled in SEO, social media marketing, content creation, and performance marketing tools like Google Ads and Analytics. Hands-on experience through projects involving YouTube SEO, branding, and audience research. Passionate about leveraging AI tools and data-driven strategies to optimize marketing performance. Seeking an entry-level opportunity to contribute to growth-driven digital campaigns. Actively involved in finance and social impact societies, with hands-on exposure to event coordination, content strategy, and basic market analysis. Known for strong communication, adaptability, and a proactive approach toward learning.

EDUCATION

Bachelor of Commerce (B.Com) Sri Aurobindo College (Evening), University of Delhi	2028 New Delhi, India
Senior Secondary: Commerce (CBSE) Amenity Public School, Kashipur	2025 Kashipur, Uttarakhand
Secondary Education Amenity Public School, Kashipur	2023 Kashipur, Uttarakhand
Digital Marketing and Generative AI Hansraj College	

SKILLS & INTERESTS

Core Skills

- Financial Awareness
- Market Research
- Content Writing
- Event Coordination

Digital Marketing Skills

- SEO (On-page, Keyword Research, Audits)
- Social Media Marketing (Instagram, LinkedIn, YouTube)
- Performance Marketing (Meta Ads, Google Ads)

Generative AI Tools

- ChatGPT
- Canva AI
- AI Content Tools (for captions, blogs, creatives)

Technical Tools

- MS Excel (Basic)
- PowerPoint
- Canva
- Basic Video Editing

Tools & Platforms

- Google Analytics
- SEMrush
- Canva
- WordPress
- MS Excel

Soft Skills

- Communication
- Creativity
- Teamwork
- Problem Solving
- Time Management

LANGUAGES

English Hindi

CERTIFICATES

Google (Skillshop)

- Google Ads Video Certification
- Google Ads Display Certification
- Google Ads Search Certification
- Google Analytics Certification
- Get Started with Google Analytics

SEMrush

- SEO Essentials with Semrush
- Technical SEO and AI Search Essentials
- Local SEO Essentials
- Keyword Research Essentials

HubSpot Academy

- Digital Advertising Certified
- Social Media Marketing Certified
- Content Marketing Certified

PROJECTS

Basic Stock Market Analysis

- Conducted comparative analysis of selected companies based on historical performance.
- Studied factors influencing stock price movements and investor behavior.

Social Media Campaign Simulation

- Created sample campaign strategies for student engagement initiatives.
- Designed visual content and posting schedules to optimize audience response.

POSITIONS OF RESPONSIBILITY

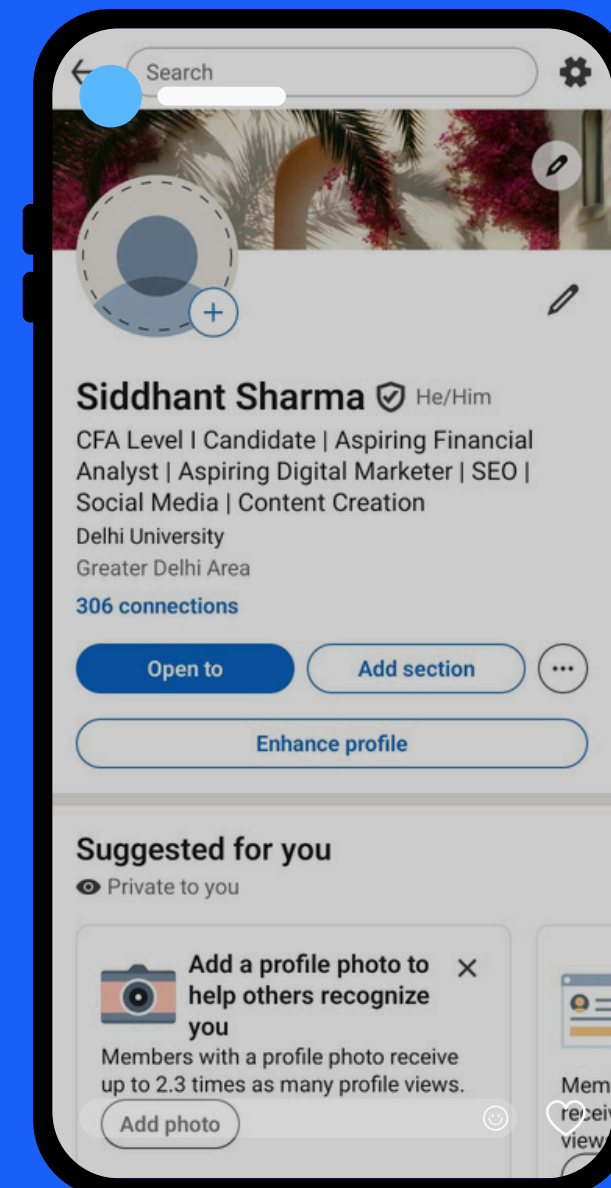
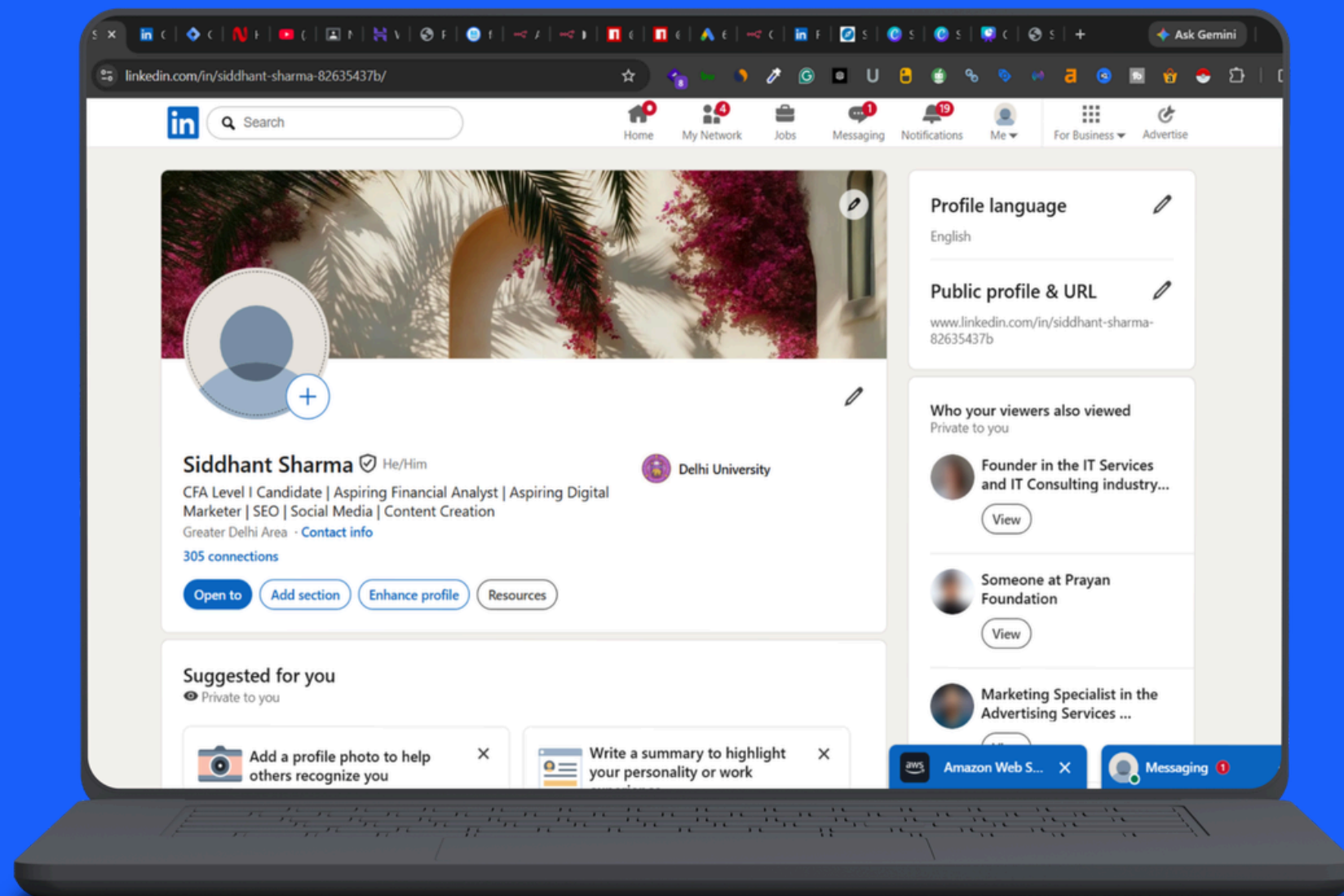
Member

- Analyze stock market trends, investment strategies, and financial planning concepts.
- Coordinate finance-related sessions and student awareness initiatives.
- Developed foundational understanding of risk-return profiles and portfolio basics.

Member

- Contribute to social entrepreneurship projects aimed at community impact.
- Support campaign execution, outreach strategies, and stakeholder engagement.
- Collaborate in team-based project planning and cross-functional implementation.

LINKEDIN PROFILE



TOOLS & PLATFORMS



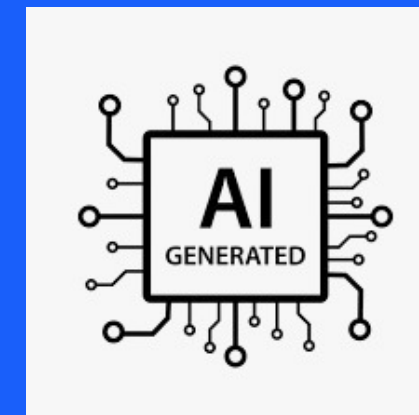
WORDPRESS



**MAILCHIMP
(EMAIL)**



GOOGLE ADS



GENERATIVE AI



**SOCIAL MEDIA
MARKETING**



GOOGLE ANALYTICS



META ADS



CANVA



**SEARCH ENGINE
OPTIMIZATION**

SKILLS

DIGITAL MARKETING PROCESS

- * SOCIAL MEDIA MARKETING & MANAGEMENT
- * CONTENT MARKETING, CREATIVE DEVELOPMENT
- * SEARCH ENGINE OPTIMISATION (SEO)
- * SEM & PAID ADVERTISING (GOOGLE ADS, META ADS)
- * INFLUENCER MARKETING, AFFILIATE CAMPAIGNS
- * EMAIL MARKETING, LEAD NURTURING

TECHNICAL SKILLS

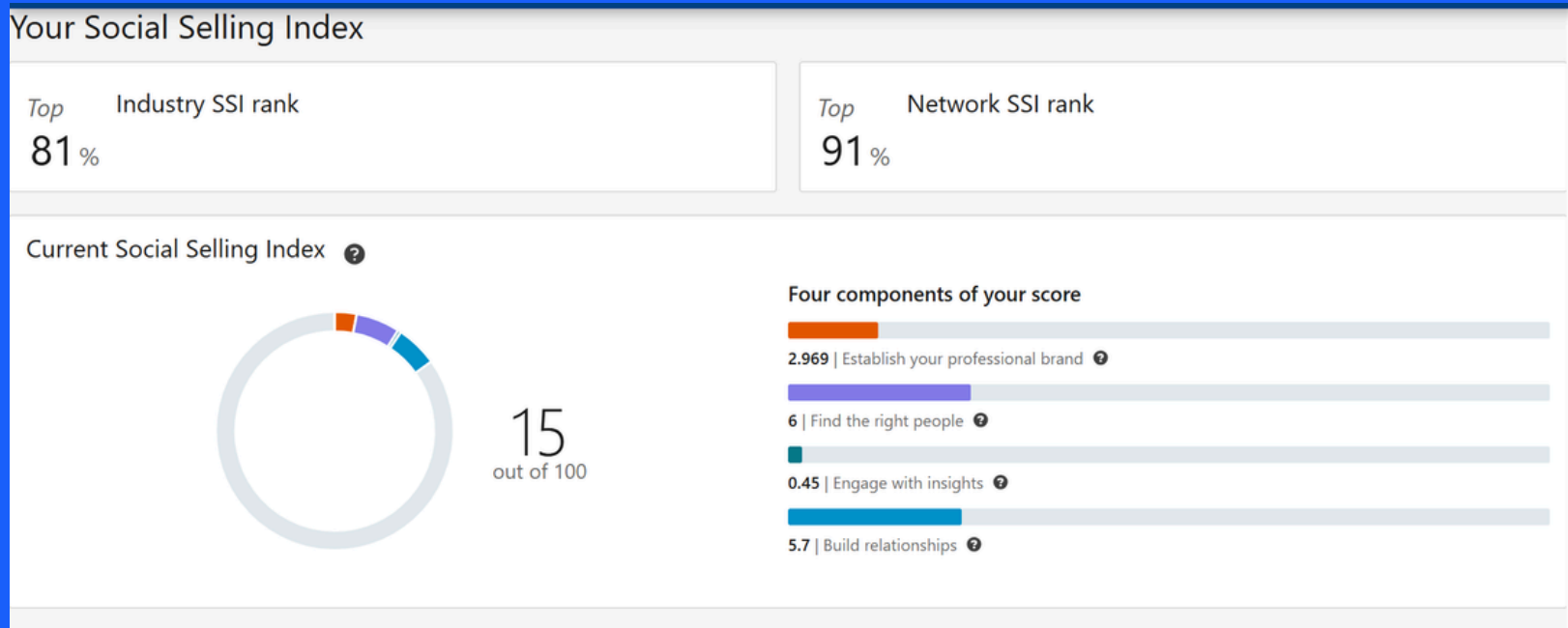
- * CANVA
- * MICROSOFT EXCEL
- * WORDPRESS
- * GOOGLE ANALYTICS (GA4)
- * GOOGLE TAG MANAGER
- * GOOGLE SEARCH CONSOLE
- * YOAST SEO
- * SEMRUSH / KEYWORD RESEARCH TOOLS
- * BASIC VIDEO EDITING TOOLS

STRATEGY & ANALYTICS

- * MARKETING STRATEGY, CAMPAIGN PLANNING
- * BRAND POSITIONING, MARKET ANALYSIS
- * CONSUMER INSIGHTS, AUDIENCE RESEARCH
- * PERFORMANCE TRACKING, DATA INTERPRETATION
- * CAMPAIGN OPTIMIZATION, ROI ANALYSIS
- * COMPETITOR RESEARCH, DIGITAL AUDITS

LINKEDIN POSTS

& INSIGHTS





**META
BLUEPRINT**

**META ADS &
MARKETING**

Meta Blueprint certified in Facebook & Instagram Ads, audience targeting, and campaign optimisation.



**GOOGLE
CERTIFIED**

**ANALYTICS &
SEARCH ADS**

Google Analytics, Google Ads, Search Console certified. Active certifications with badge verification.



**HUBSPOT
CERTIFIED**

**INBOUND &
SEMRUSH**

HubSpot Inbound Marketing and SEMrush SEO certifications. Additional: Canva Design, Coursera Digital Marketing.

HUBSPOT CERTIFICATION

THROUGH HUBSPOT CERTIFICATIONS IN CONTENT MARKETING, SOCIAL MEDIA, AND DIGITAL ADVERTISING, I GAINED A COMPREHENSIVE UNDERSTANDING OF DIGITAL CHANNELS. CONTENT MARKETING EMPHASIZED VALUE-DRIVEN STRATEGIES FOCUSED ON AUDIENCE INTENT, WHILE SOCIAL MEDIA TRAINING TAUGHT ME TO FOSTER CONVERSATIONS AND MEASURABLE ENGAGEMENT.



Social Media Certified

Siddhant Sharma

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Valid from: May 22 2026 - Jun 20 2028

Certification code: 5a86d1f1caa5a4e8ba8a501fa36724be

HubSpot Academy

Yamini
CEO Yamini Rangan



Content Marketing Certified

Siddhant Sharma

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: May 24 2026 - Jun 22 2028

Certification code: d4b20f1b9273a678a8ca5104b6b032f

HubSpot Academy

Yamini
CEO Yamini Rangan



Digital Advertising Certified

Siddhant Sharma

The bearer of this certificate is hereby deemed to be knowledgeable and skilled in digital advertising. They have been tested on the content and best practices and have an understanding of digital advertising.*

Valid from: May 30 2026 - Jun 29 2027

Certification code: dd8c94c0fe7e4735821c0376c4aa127

HubSpot Academy

Yamini
CEO Yamini Rangan

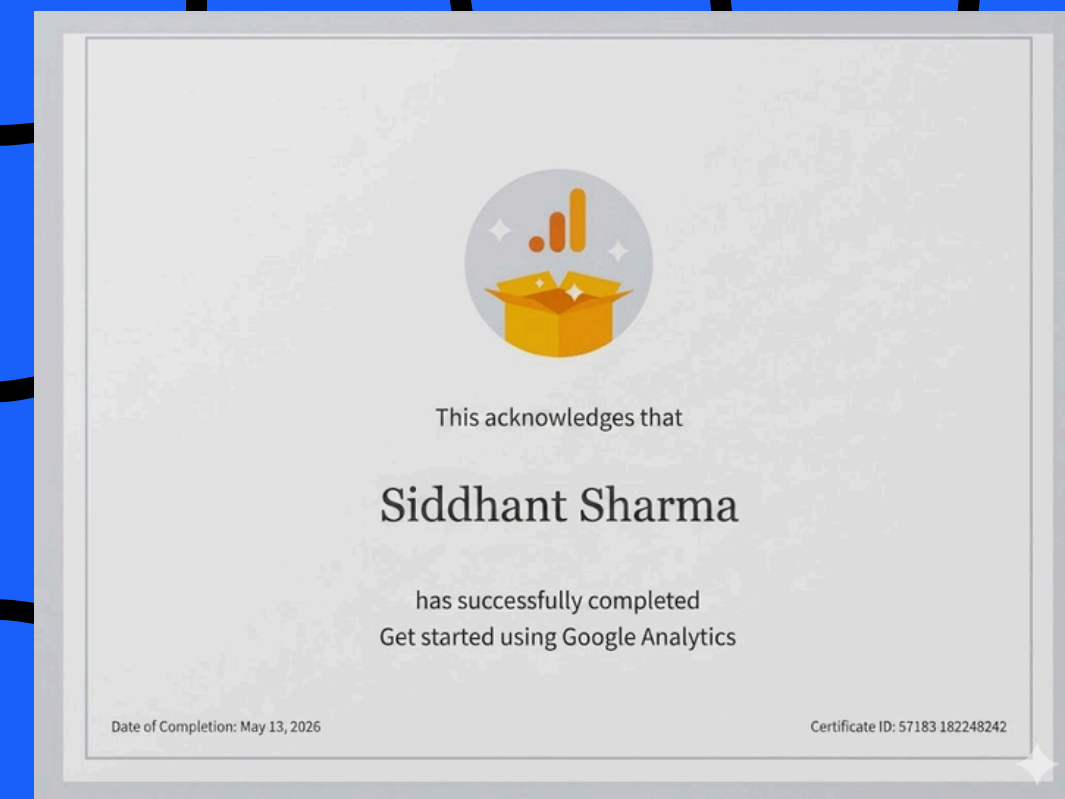
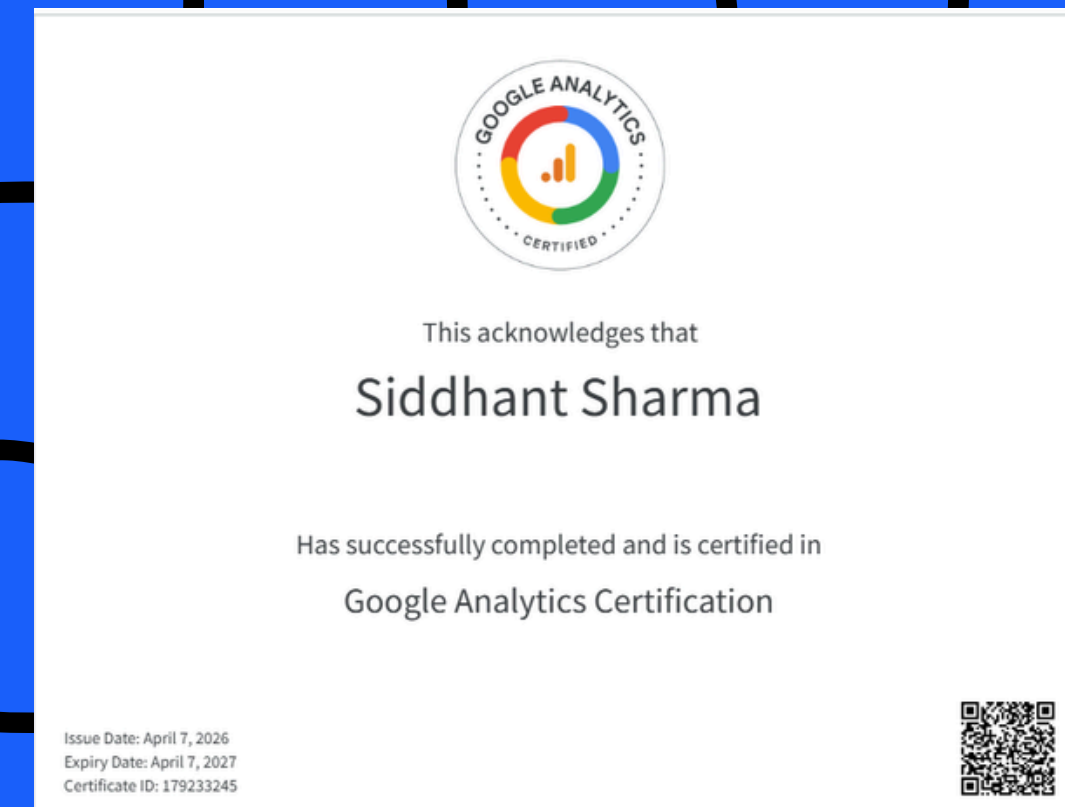
SEMRUSH CERTIFICATIONS

THROUGH MY SEMRUSH CERTIFICATIONS IN LOCAL SEO, TECHNICAL SEO, KEYWORD RESEARCH, AND SEO ESSENTIALS, I DEVELOPED A STRUCTURED UNDERSTANDING OF SEARCH STRATEGY AND ORGANIC GROWTH. I LEARNED HOW LOCAL OPTIMIZATION IMPROVES VISIBILITY WITHIN SPECIFIC MARKETS, HOW TECHNICAL SEO ENHANCES SITE PERFORMANCE AND CRAWLABILITY, HOW KEYWORD RESEARCH IDENTIFIES INTENT-DRIVEN OPPORTUNITIES, AND HOW CORE SEO PRINCIPLES ALIGN CONTENT WITH RANKING OBJECTIVES. THESE CERTIFICATIONS STRENGTHENED MY ABILITY TO BUILD DATA-DRIVEN, SUSTAINABLE SEO STRATEGIES FOCUSED ON LONG-TERM AUTHORITY AND MEASURABLE RESULTS.



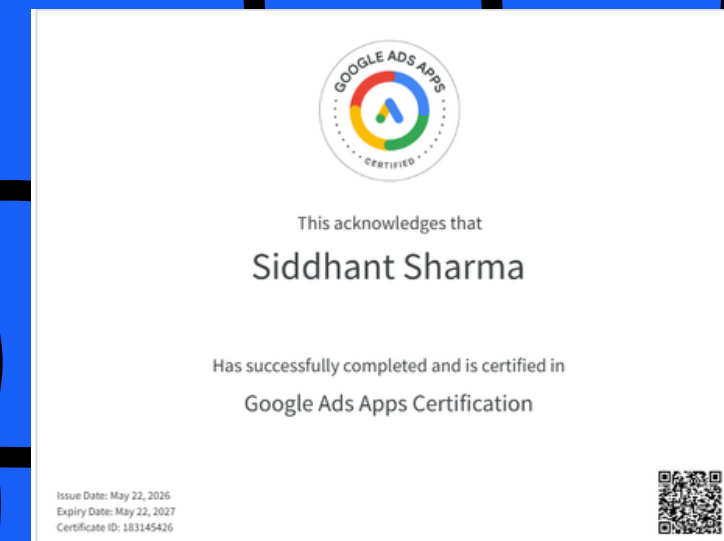
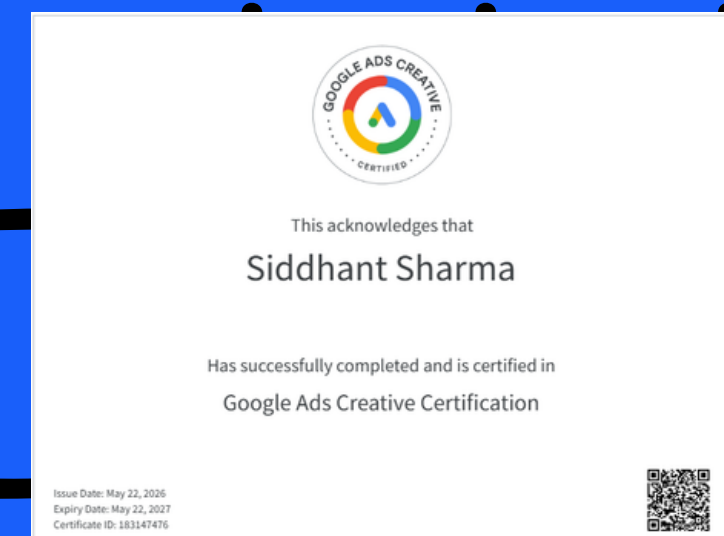
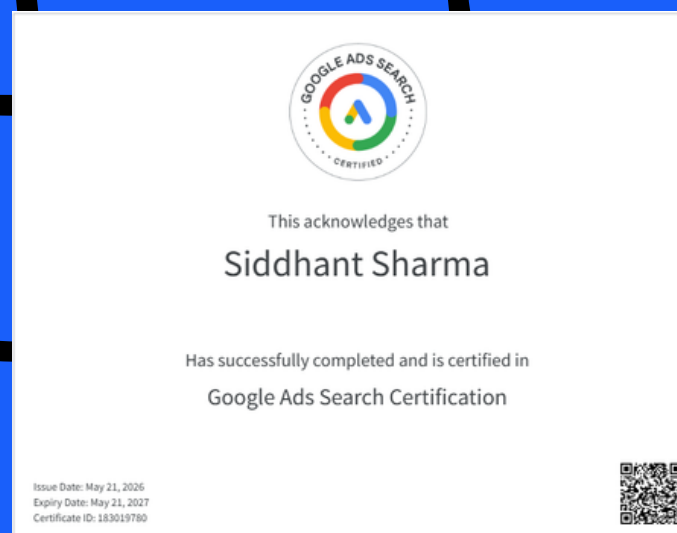
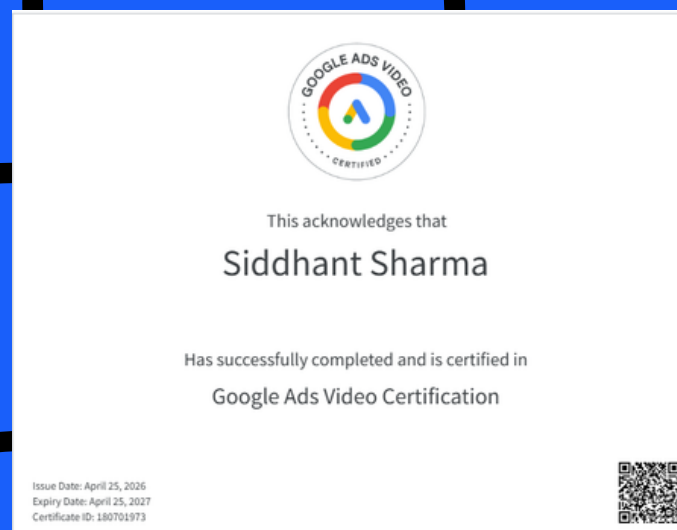
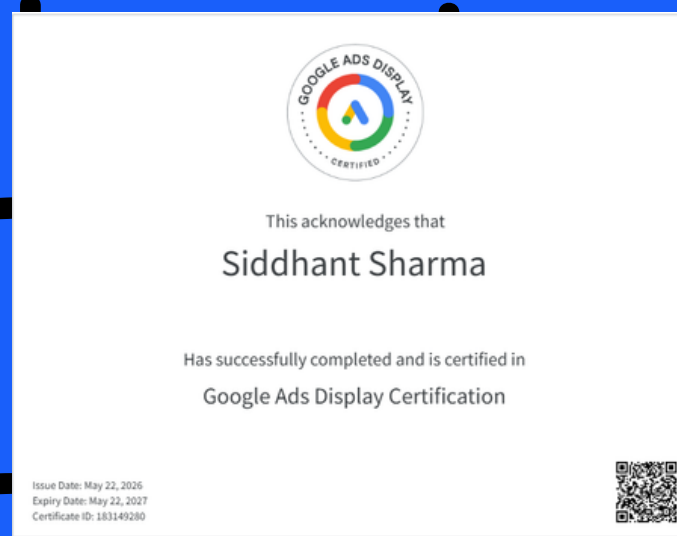
GOOGLE ANALYTICS CERTIFICATIONS

**THROUGH THE GOOGLE ANALYTICS
CERTIFICATION, I LEARNED HOW TO TURN
WEBSITE DATA INTO MARKETING
INTELLIGENCE. I CAN NOW TRACK USER
BEHAVIOR, MEASURE CAMPAIGN
PERFORMANCE, AND TRANSFORM METRICS
INTO ACTIONABLE STRATEGIES – ENSURING
EVERY MARKETING DECISION IS DATA-DRIVEN,
OPTIMIZED, AND RESULTS-FOCUSED.**



GOOGLE ADS CERTIFICATIONS

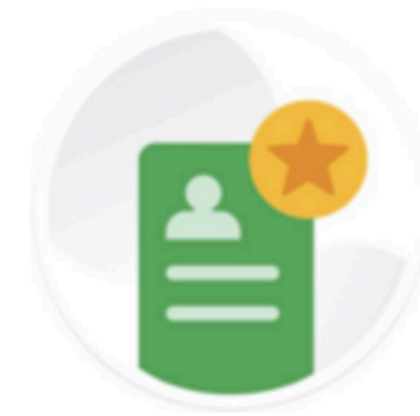
**PROUD TO HAVE EARNED GOOGLE ADS
CERTIFICATIONS ACROSS SEARCH, VIDEO,
DISPLAY, APPS, CREATIVE, AND AI-POWERED
SHOPPING ADS—BUILDING EXPERTISE TO
CRAFT IMPACTFUL, DATA-DRIVEN
ADVERTISING STRATEGIES.**



FUNDAMENTALS OF DIGITAL MARKETING

**CERTIFIED IN DIGITAL MARKETING FUNDAMENTALS
—GAINED EXPERTISE IN ONLINE ADVERTISING,
SEO, CONTENT STRATEGY, AND ANALYTICS. THIS
ACHIEVEMENT EQUIPS ME TO DESIGN IMPACTFUL,
DATA-DRIVEN CAMPAIGNS THAT STRENGTHEN
BRAND PRESENCE AND DELIVER MEASURABLE
RESULTS**

Congratulations!



Fundamentals of digital marketing

Completed by Siddhant Sharma on 7 March 2026

Completion ID: 444313196

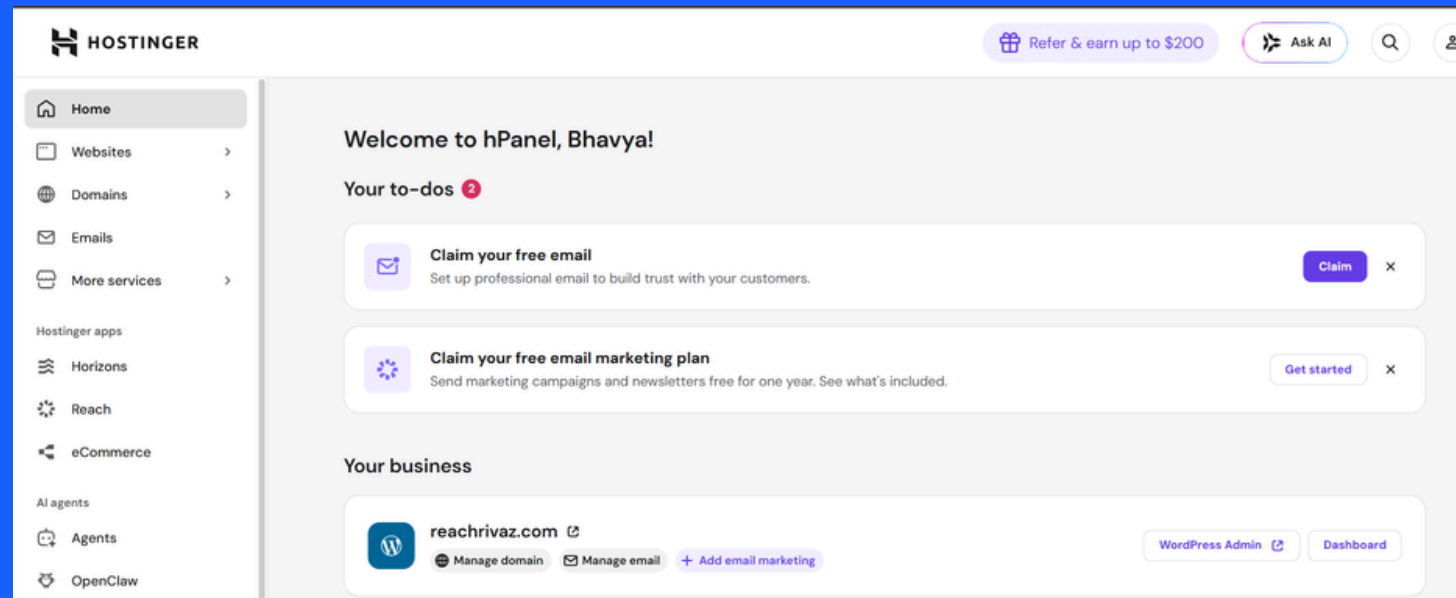
LOGO & BRAND COLOURS

THE REACHRIVAZ LOGO REPRESENTS GROWTH, CONNECTIVITY, AND DIGITAL INNOVATION. ITS DESIGN SYMBOLIZES THE BRAND'S COMMITMENT TO HELPING BUSINESSES EXPAND THEIR REACH, STRENGTHEN THEIR ONLINE PRESENCE, AND ACHIEVE SUSTAINABLE SUCCESS.



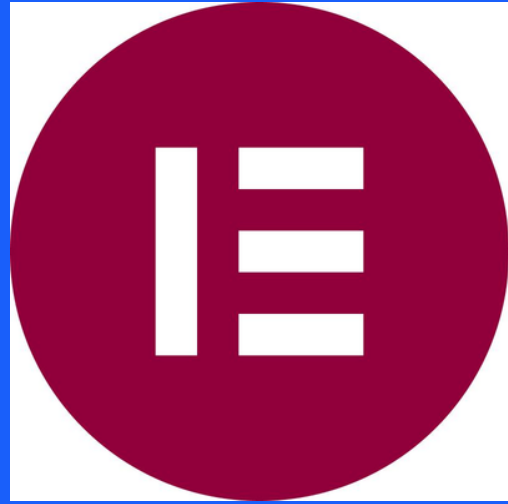
THE CLEAN AND MODERN LOGO STYLE REFLECTS PROFESSIONALISM, CREATIVITY, AND FORWARD-THINKING STRATEGIES, MAKING IT MEMORABLE AND TRUSTWORTHY FOR CLIENTS AND AUDIENCES.

WEBSITE DESIGN & DEVELOPMENT



TO BUILD THE REACHRIVAZ WEBSITE, I USED WORDPRESS AS THE CONTENT MANAGEMENT SYSTEM AND THE BLOCKSYTHEMETO CREATE A CLEAN, RESPONSIVE, AND USER-FRIENDLY DESIGN. THIS COMBINATION ALLOWED METO STRUCTURE THE WEBSITE EFFICIENTLY WHILE ENSURING FLEXIBILITY IN LAYOUT, PERFORMANCE, AND VISUAL PRESENTATION. THEGOAL WASTO DEVELOP A SIMPLE YET EFFECTIVE DIGITAL SPACE THAT SUPPORTS BOTH THE USER EXPERIENCE AND FUTUREMARKETINGSTRATEGIES.

PLUGINS & TOOLS



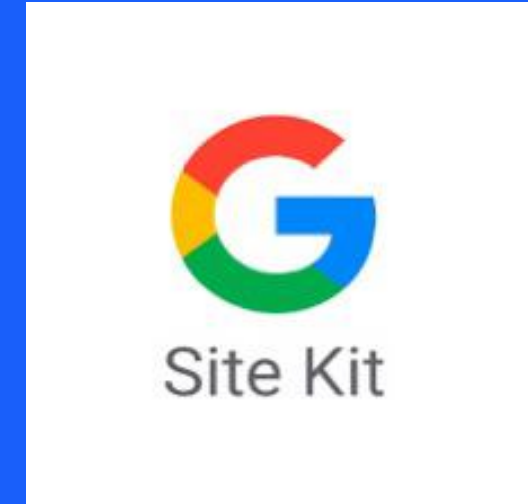
ELEMENTOR



WP FORMS



UPDRAFT PLUS



SITE KIT BY GOOGLE



ROYAL ELEMENTOR



WOOCOMMERCE

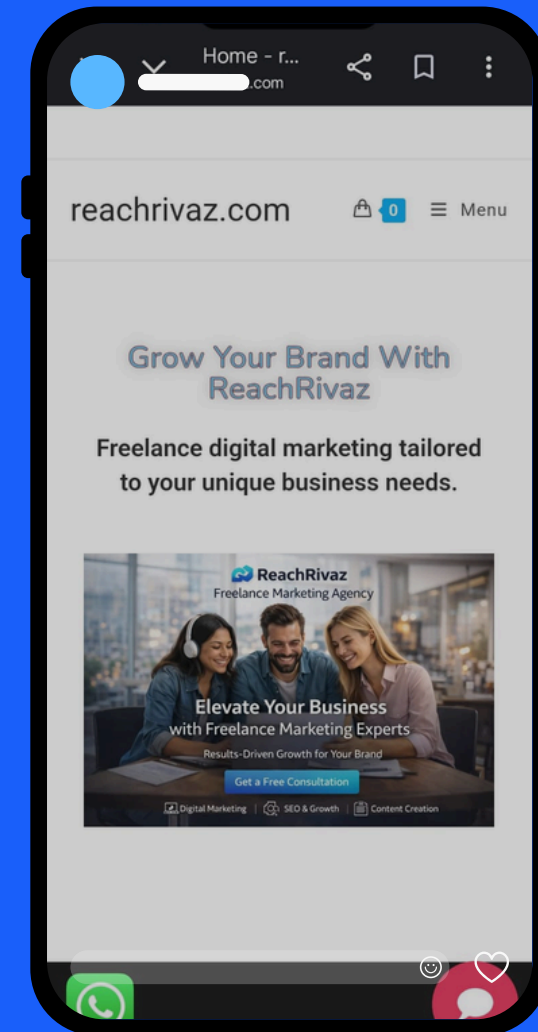


YOAST SEO



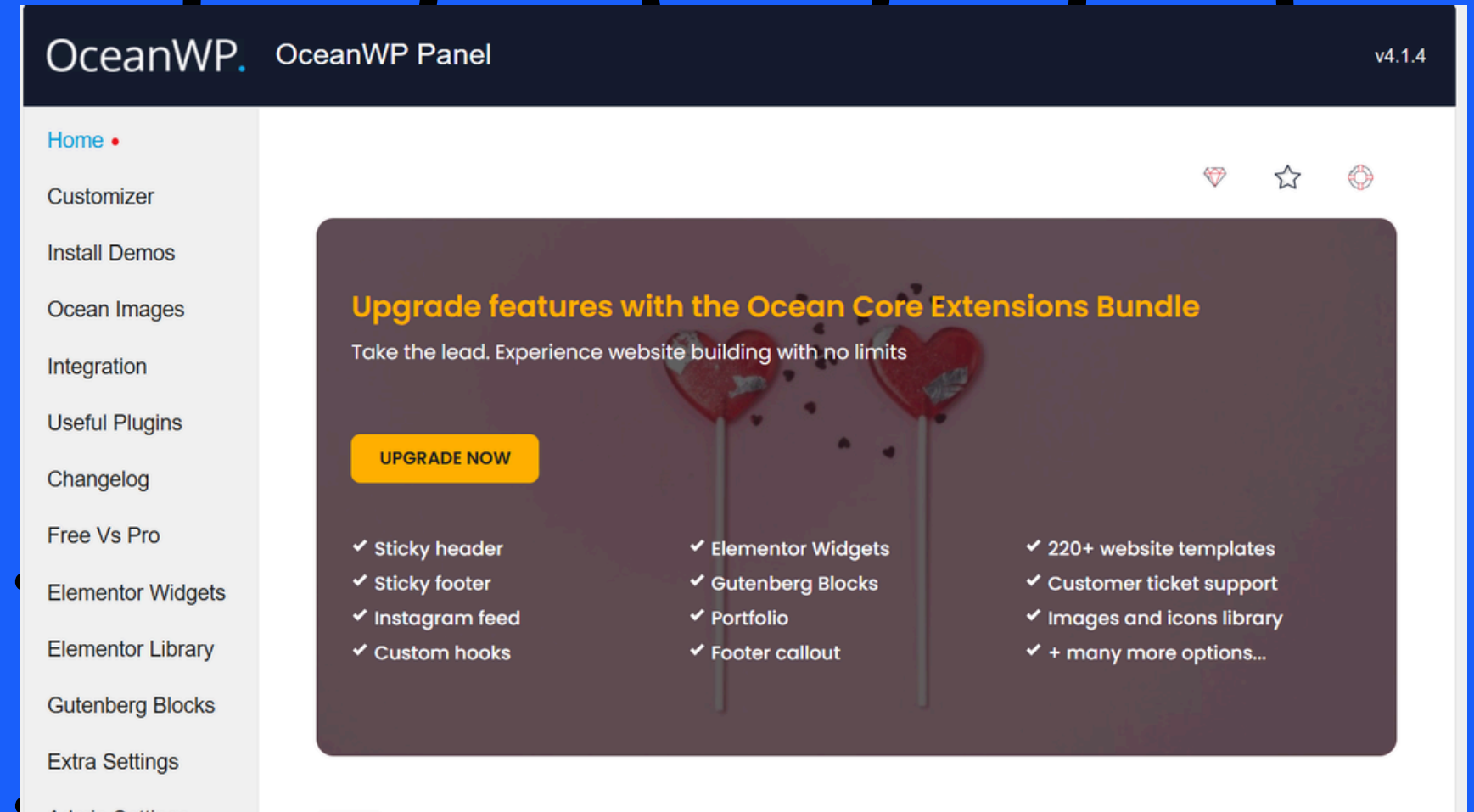
CTX FEED

IMPORTANT PAGE VIEW



WORDPRESS THEME

I DEVELOPED THE NUTS MATTER WEBSITE USING THE OCEANWP WORDPRESS THEME, A LIGHTWEIGHT AND HIGHLY CUSTOMIZABLE THEME KNOWN FOR ITS FLEXIBILITY AND RESPONSIVE DESIGN. OCEANWP ENABLED ME TO CREATE A PROFESSIONAL AND VISUALLY APPEALING WEBSITE WITH EASY CUSTOMIZATION OPTIONS, SMOOTH NAVIGATION, AND OPTIMIZED PERFORMANCE. THE THEME ALSO ENSURED THAT THE WEBSITE REMAINED MOBILE-FRIENDLY AND PROVIDED A CONSISTENT USER EXPERIENCE ACROSS DIFFERENT DEVICES.

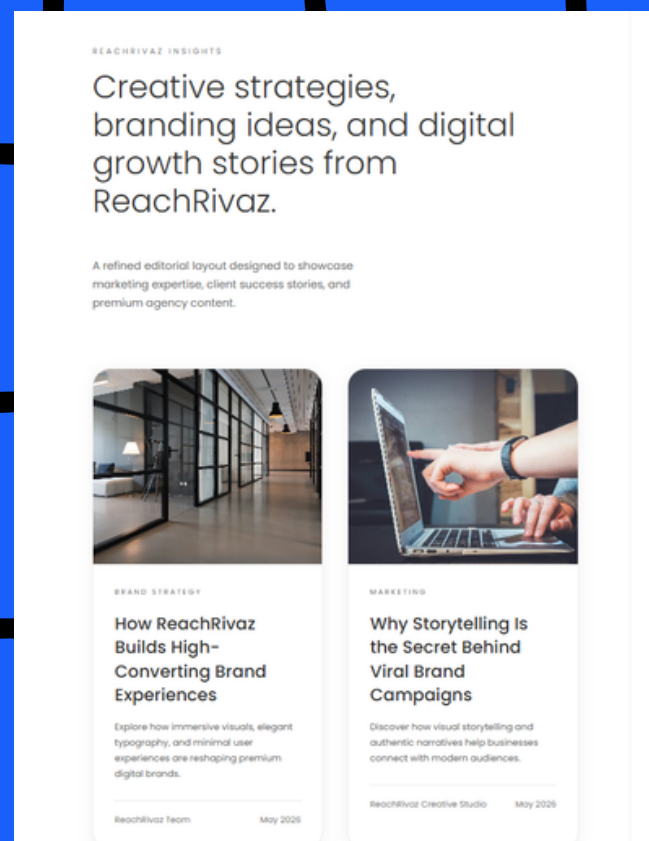
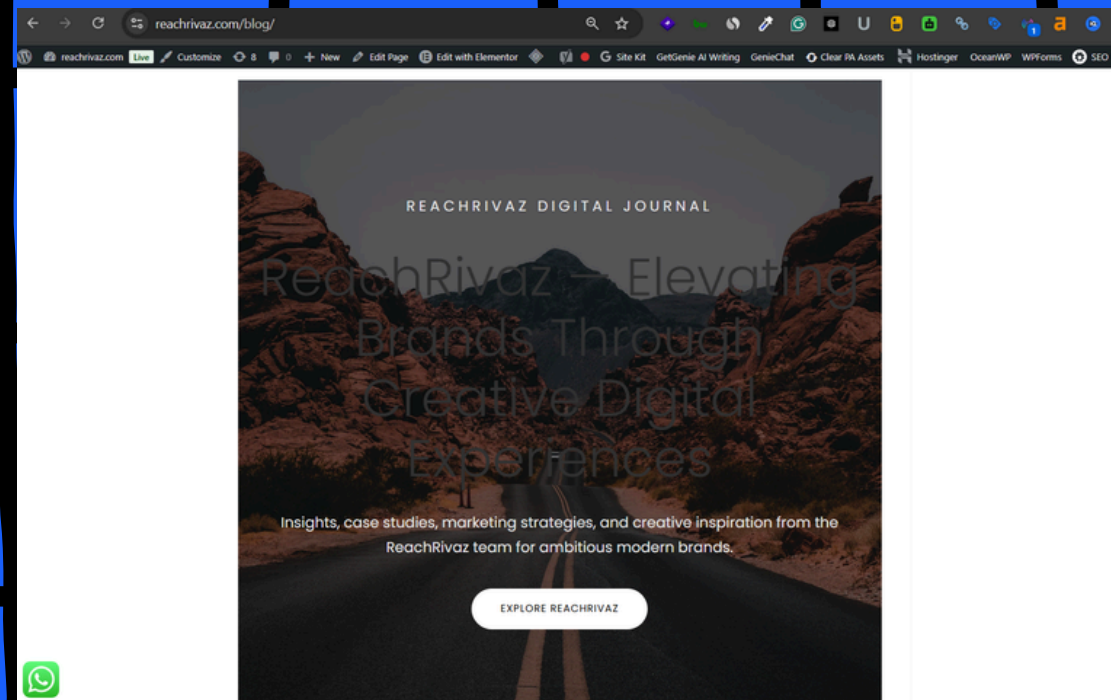


WEBSITE LAYOUT

I DESIGNED THE REACHRIVAZ WEBSITE LAYOUT WITH A CLEAN AND USER-FRIENDLY STRUCTURE TO PROMOTE AWARENESS ABOUT DRY FRUITS AND HEALTHY NUTRITION. THE HOMEPAGE FEATURES AN ENGAGING BANNER, A BRAND INTRODUCTION, AND EASY NAVIGATION TO KEY SECTIONS SUCH AS ABOUT US, BLOG, SERVICES, AND CONTACT. THE LAYOUT IS DESIGNED TO PROVIDE VISITORS WITH VALUABLE INFORMATION ABOUT THE HEALTH BENEFITS OF DRY FRUITS WHILE ENSURING A SMOOTH AND VISUALLY APPEALING BROWSING EXPERIENCE.



BLOG PAGE



I CREATED A DEDICATED BLOG PAGE FOR REACHRIVAZ TO SHARE INFORMATIVE AND ENGAGING CONTENT ABOUT THE WORLD OF FREELANCING AND DIGITAL MARKETING EVEN THROUGH AI AND BY PUBLISHING VALUABLE AND RELEVANT ARTICLES, THE BLOG IMPROVES USER ENGAGEMENT, BUILDS TRUST WITH THE AUDIENCE AND SUPPORT ORGANIC WEBSITE TRAFFIC THROUGH CONTENT MARKETING AND SEO.

SEO AUDIT

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a Title Tag, but ideally it should be between 50 and 60 characters in length (including spaces).



Home - reachrivaz.com

Length : 21

Title Tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag

Your page has a Meta Description Tag however, your Meta Description should ideally be between 120 and 160 characters (including spaces).



Grow Your Brand With ReachRivaz Freelance digital marketing tailored to your unique business needs.

Generative Engine Optimization (GEO)



Your Generative Engine Optimization is very good!

Congratulations, your Generative Engine Optimization (GEO) appears well positioned. GEO is important to ensure LLMs and AI Search Engines can effectively crawl your content and understand the underlying entity structure. Our knowledge of GEO is improving rapidly though, so stay on top of the latest understanding and optimizations.

Identity Schema New

Organization or Person Schema identified on the page.



Organization

Rendered Content (LLM Readability) New

Your page has a low level of rendered content which tends to make it more readable for LLMs.



Performance Results



Your performance is good

Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Website Load Speed

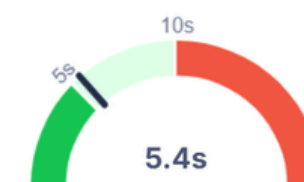
Your page loads in a reasonable amount of time.



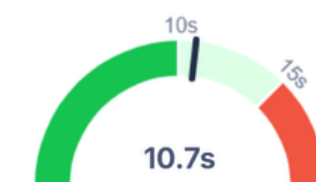
Server Response



All Page Content Loaded

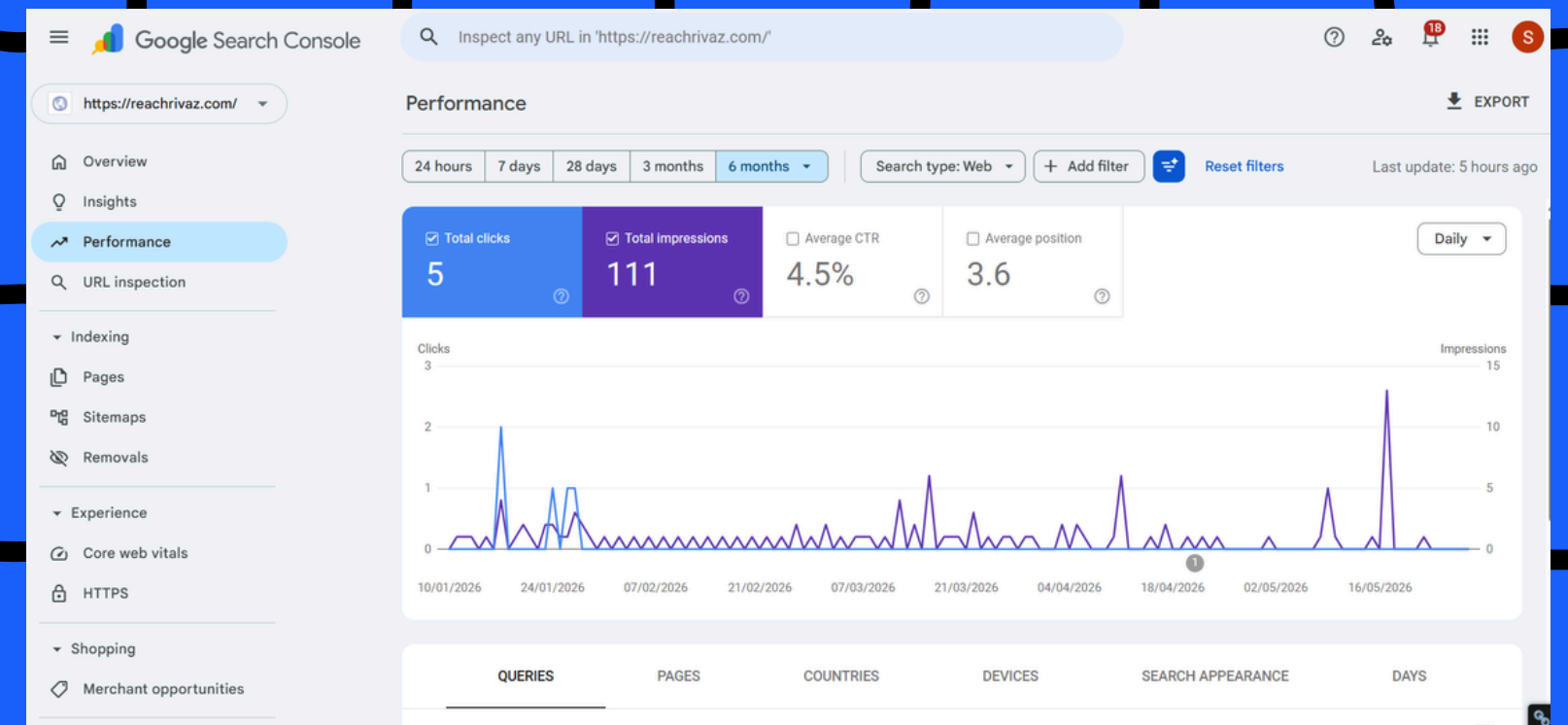


All Page Scripts Complete



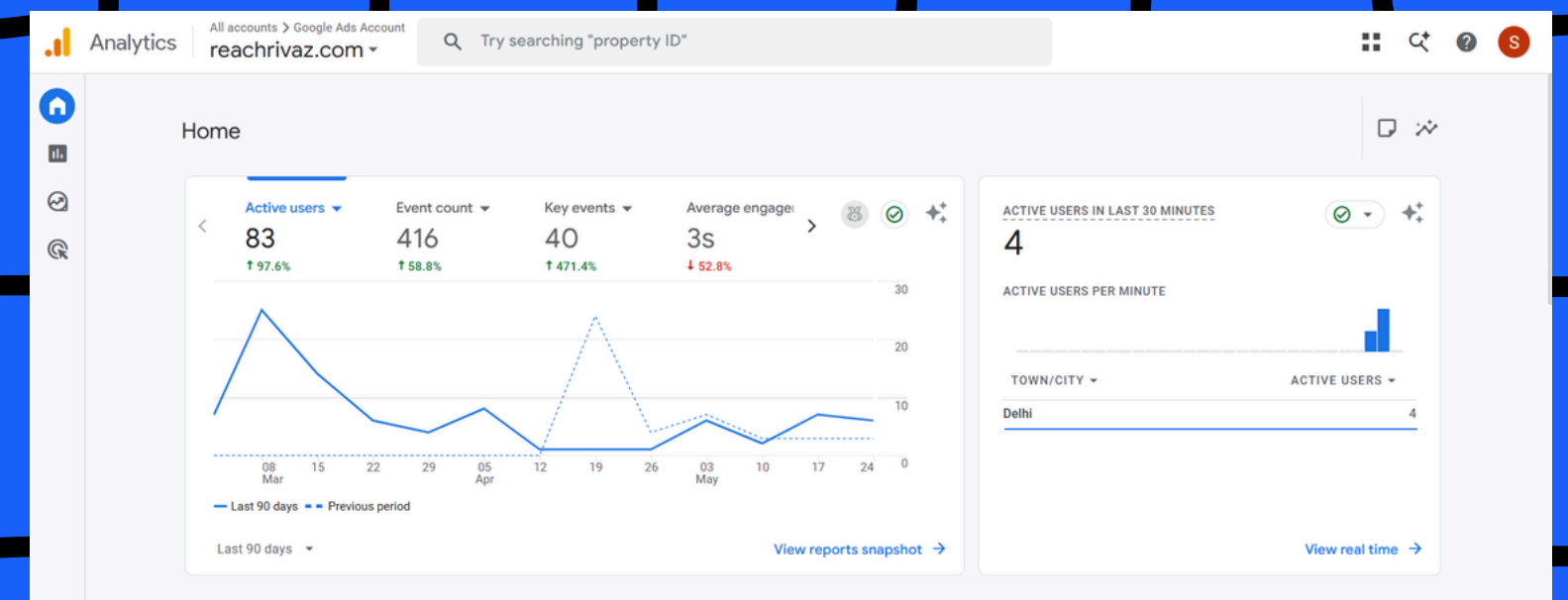
GOOGLE SEARCH CONSOLE

I USED GOOGLE SEARCH CONSOLE TO
MONITOR THE WEBSITE'S SEARCH
PERFORMANCE AND INDEXING STATUS.
IT HELPED ME TRACK CLICKS,
IMPRESSIONS, CTR, AND KEYWORD
RANKINGS, PROVIDING VALUABLE
INSIGHTS TO IMPROVE SEO AND
INCREASE ORGANIC VISIBILITY.



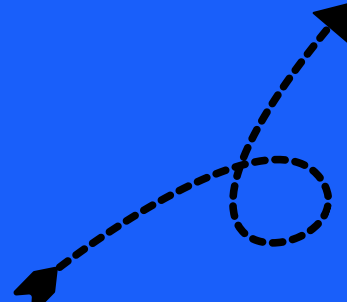
GOOGLE ANALYTICS

THIS SECTION PRESENTS THE IMPLEMENTATION OF GOOGLE ANALYTICS (GA4) FOR EFFECTIVE TRACKING AND ANALYSIS OF WEBSITE PERFORMANCE. IT COVERS THE HOME DASHBOARD AND REPORTS SNAPSHOT FOR OVERALL PERFORMANCE INSIGHTS, ALONG WITH USER ACQUISITION AND TRAFFIC ACQUISITION TO EVALUATE CHANNEL EFFECTIVENESS AND USER BEHAVIOR. ADDITIONALLY, EVENT TRACKING IS IMPLEMENTED TO MONITOR KEY INTERACTIONS AND SUPPORT DATA-DRIVEN OPTIMIZATION. THIS SETUP DEMONSTRATES A STRUCTURED APPROACH TO PERFORMANCE ANALYSIS, USER INSIGHTS, AND STRATEGIC DECISION-MAKING.



GOOGLE TAG MANAGER

I IMPLEMENTED GOOGLE TAG MANAGER (GTM) TO EFFICIENTLY MANAGE AND DEPLOY MARKETING AND ANALYTICS TAGS ON THE NUTS MATTER WEBSITE WITHOUT MODIFYING THE WEBSITE'S SOURCE CODE. THROUGH GTM, I CONFIGURED AND MANAGED TAGS SUCH AS GOOGLE TAG, GOOGLE ADS TAG, AND LINKEDIN INSIGHT TAG TO SUPPORT WEBSITE TRACKING, AUDIENCE ANALYSIS, AND MARKETING CAMPAIGN MEASUREMENT. THIS IMPLEMENTATION SIMPLIFIED TAG MANAGEMENT AND ENABLED ACCURATE TRACKING OF THE USER INTERACTIONS ACROSS THE WEBSITE.

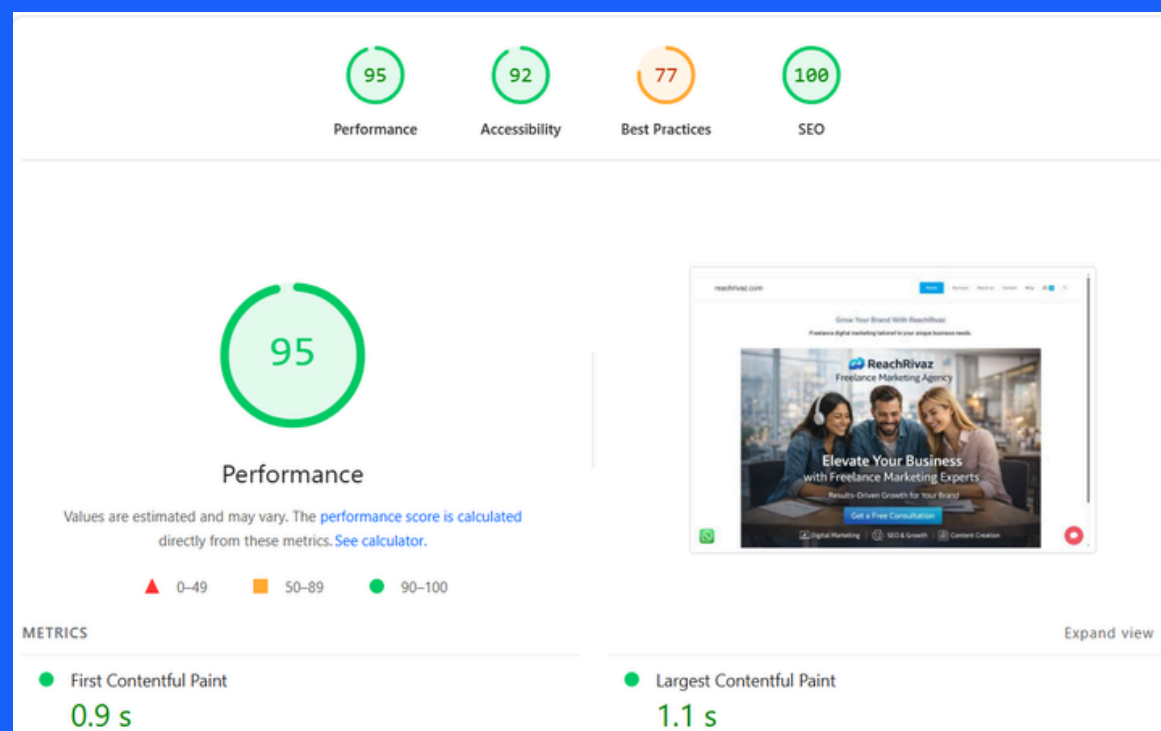
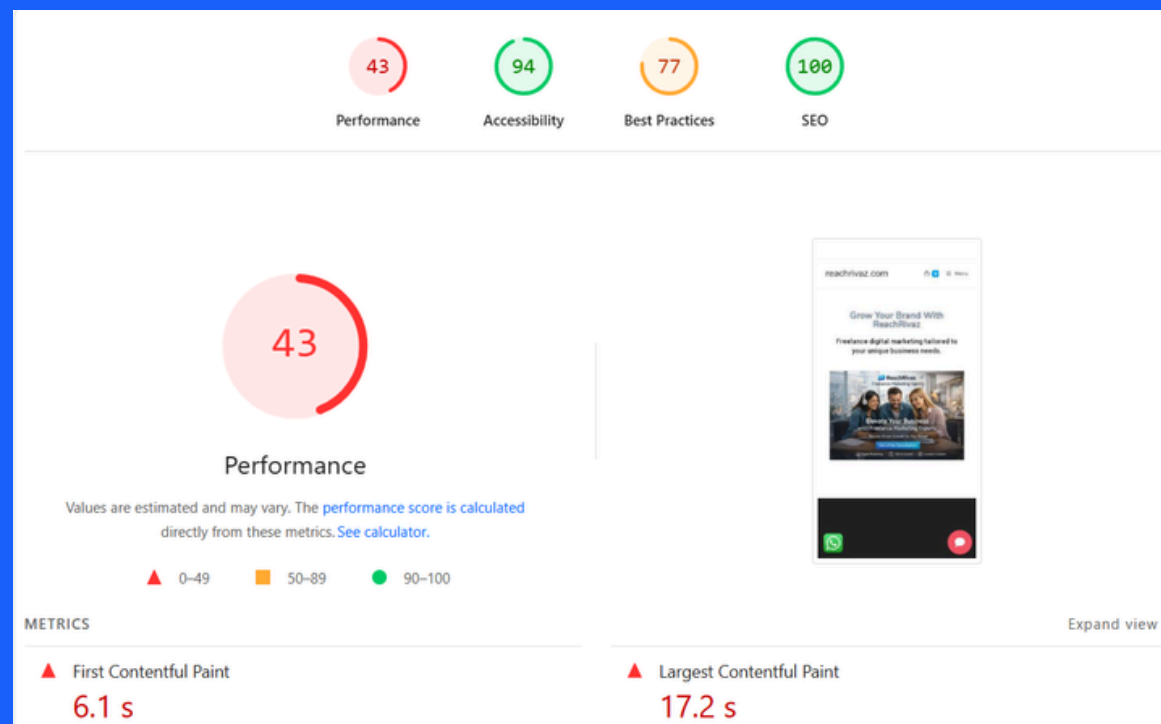


Tags			
Name ↑	Type	Firing Triggers	Last Edited
Google Tag	Google Tag	 Initialization - All Pages	31/01/2026, 14:50
google Tag	Google Tag	 Initialization - All Pages	14/03/2026, 14:36
LinkedIn Insight	LinkedIn Insight	 All Pages	07/03/2026, 14:51
meta pixel	Facebook Pixel	 All Pages	21/02/2026, 14:34
Microsoft Clarity - Official	Microsoft Clarity - Official	 All Pages	05/04/2026, 15:14

PAGESPEED INSIGHT

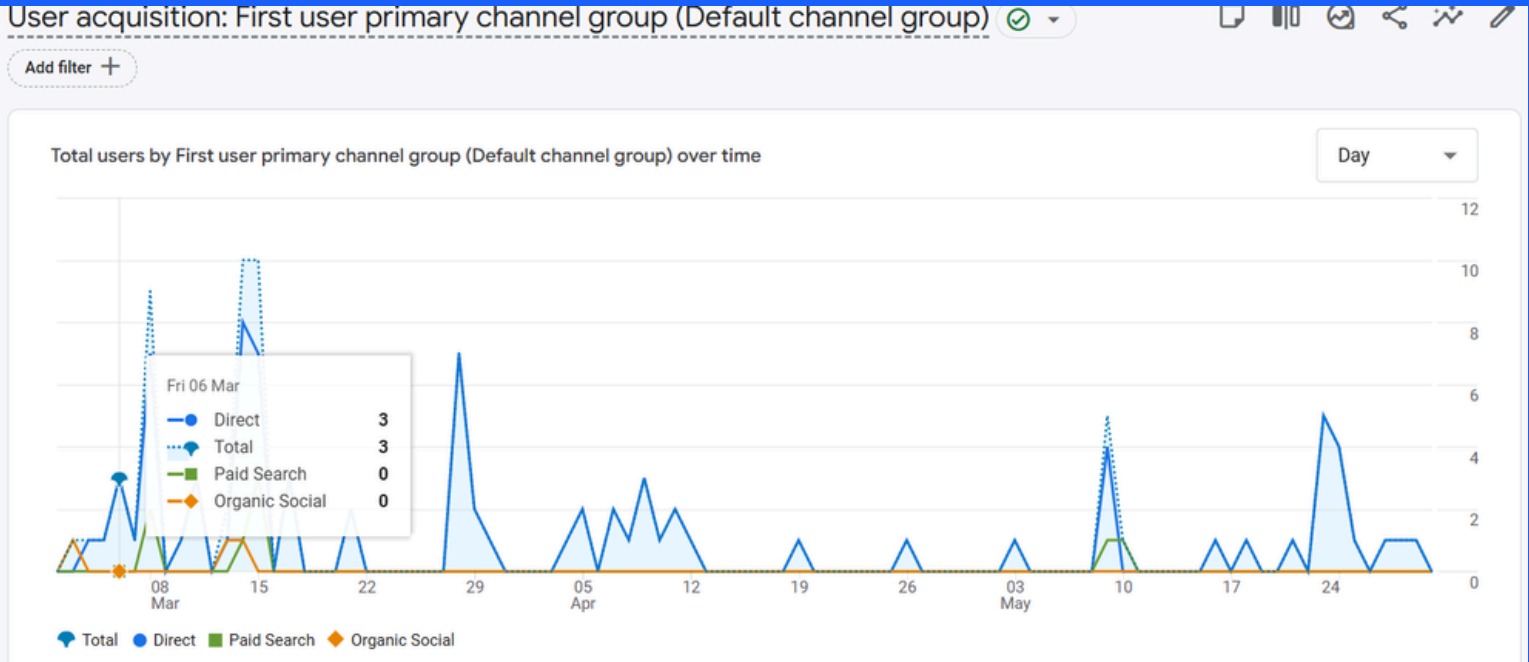
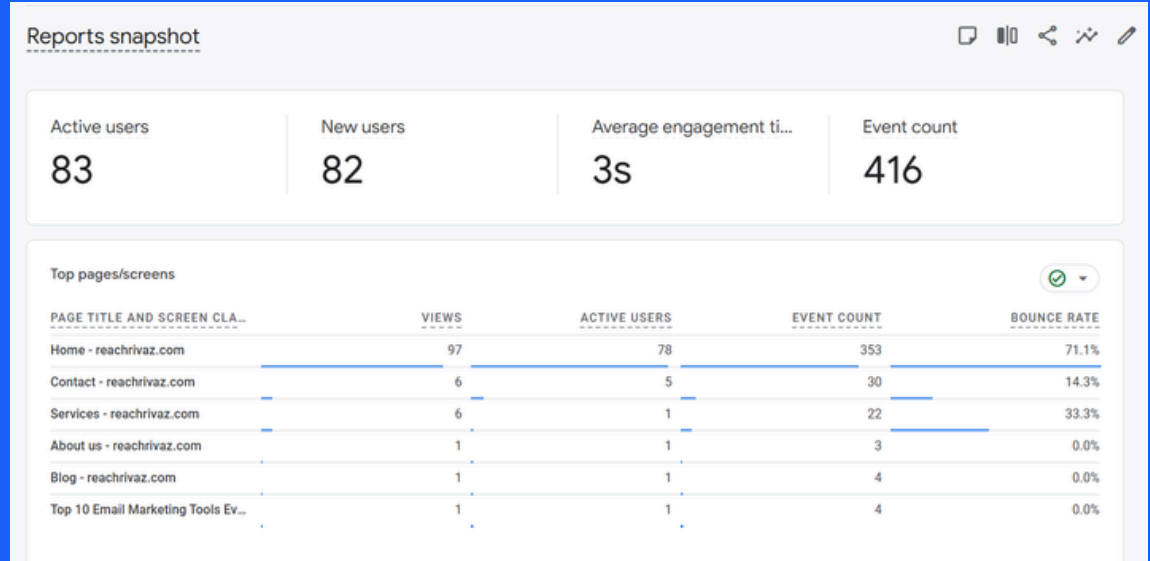
I ANALYZED THE PERFORMANCE OF REACHRIVAZ WEBSITE USING GOOGLE PAGESPEED INSIGHTS TO EVALUATE ITS LOADING SPEED AND USER EXPERIENCE ACROSS MOBILE AND DESKTOP DEVICES. THE ANALYSIS PROVIDED VALUABLE INSIGHTS INTO KEY PERFORMANCE METRICS, INCLUDING PERFORMANCE SCORE, ACCESSIBILITY, BEST PRACTICES AND SEO.

THE WEBSITE ACHIEVED A PERFORMANCE SCORE OF 43 ON MOBILE AND 95 ON DESKTOP, INDICATING GOOD OVERALL PERFORMANCE WITH OPPORTUNITIES FOR FURTHER OPTIMIZATION. THE REPORT HELPED IDENTIFY AREAS FOR IMPROVEMENT, SUCH AS IMAGE OPTIMIZATION, REDUCING UNUSED RESOURCES, AND ENHANCING PAGE LOADING EFFICIENCY. THESE IMPROVEMENTS CAN CONTRIBUTE TO A BETTER USER EXPERIENCE, INCREASED ENGAGEMENT, AND IMPROVED SEARCH ENGINE VISIBILITY.



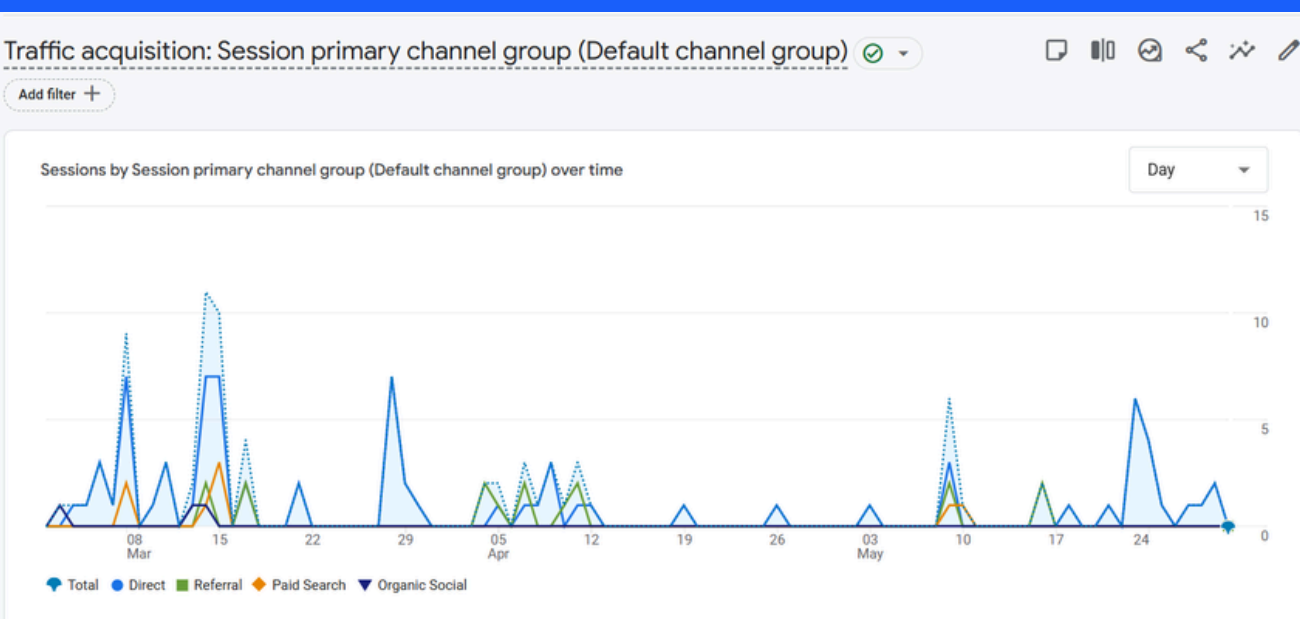
REPORT SNAPSHOT

THE USER ACQUISITION REPORT WAS USED TO TRACK HOW VISITORS REACHED THE WEBSITE OVER THE LAST 90 DAYS. IT PROVIDED INSIGHTS INTO TRAFFIC SOURCES, AUDIENCE REACH, AND USER ENGAGEMENT, HELPING EVALUATE WEBSITE PERFORMANCE AND MARKETING EFFECTIVENESS.



THE REPORTS SNAPSHOT PROVIDED A QUICK OVERVIEW OF THE WEBSITE'S PERFORMANCE OVER THE LAST 90 DAYS, INCLUDING ACTIVE USERS, NEW USERS, ENGAGEMENT TIME, AND EVENT ACTIVITY. IT HELPED TRACK USER BEHAVIOR AND EVALUATE OVERALL WEBSITE PERFORMANCE

USER ACQUISITION



THE CHANNEL GROUP REPORT CATEGORIZED TRAFFIC SOURCES INTO ORGANIC SEARCH, DIRECT,ORGANIC SOCIAL,AND PAID SEARCH. OVER THE LAST90 DAYS,ORGANIC SEARCH WAS THE LEADING TRAFFIC SOURCE,HELPING EVALUATE CHANNEL PERFORMANCEAND SUPPORT DATA-DRIVEN MARKETING DECISIONS.

TRAFFIC ACQUISITION

THE TRAFFIC ACQUISITION REPORT WAS USED TO ANALYZE WEBSITE SESSIONS AND ENGAGEMENT ACROSS DIFFERENT TRAFFIC SOURCES OVER THE LAST 90 DAYS. ITHELPED EVALUATE THE EFFECTIVENESS OF ORGANIC SEARCH, DIRECT, ORGANIC SOCIAL, AND PAID SEARCH CHANNELS IN DRIVING WEBSITE TRAFFIC.

Plot rows		Search...		Rows per page: 10		1-4 of 4	
	Session primary...channel group)  	 Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event cou All events
	Total	104 100% of total	33 100% of total	31.73% Avg 0%	2s Avg 0%	4.00 Avg 0%	100% of
	1 Direct	77 (74.04%)	24 (72.73%)	31.17%	2s	4.19	323 (77.6
	2 Referral	16 (15.38%)	4 (12.12%)	25%	3s	3.25	52 (12
	3 Paid Search	8 (7.69%)	2 (6.06%)	25%	0s	3.25	26 (6.2
	4 Organic Social	3 (2.88%)	3 (9.09%)	100%	4s	5.00	15 (3.6

TECHNICAL SEO:

SITEMAP.XML SETUP

THE WEBSITE'S SEARCH PERFORMANCE WAS STRATEGICALLY OPTIMIZED USING GOOGLE SEARCH CONSOLE TO ENABLE ACCURATE MONITORING AND CONTINUOUS IMPROVEMENT OF ORGANIC VISIBILITY. A COMPREHENSIVE SETUP WAS IMPLEMENTED TO TRACK KEY PERFORMANCE METRICS, INCLUDING TOTAL CLICKS, TOTAL IMPRESSIONS, AVERAGE CTR, AND AVERAGE POSITION OVER A DEFINED PERIOD. THIS ALLOWED FOR A CLEAR UNDERSTANDING OF HOW THE WEBSITE APPEARS AND PERFORMS IN SEARCH ENGINE RESULTS. THROUGH REGULAR ANALYSIS OF PERFORMANCE DATA, THE WEBSITE WAS ABLE TO IDENTIFY HIGH-PERFORMING KEYWORDS, USER SEARCH INTENT, AND CONTENT OPPORTUNITIES. THIS INSIGHT-DRIVEN APPROACH SUPPORTED ONGOING OPTIMIZATION OF CONTENT AND METADATA, LEADING TO IMPROVED VISIBILITY AND ENGAGEMENT. ADDITIONALLY, GOOGLE SEARCH CONSOLE WAS UTILIZED TO MONITOR INDEXING STATUS, RESOLVE TECHNICAL ISSUES, AND ENSURE OVERALL SITE HEALTH, ENSURING THAT ALL PAGES WERE PROPERLY CRAWLED AND ACCESSIBLE TO SEARCH ENGINES.

Sitemap Preview		
URL	Last Mod	Priority
https://reachrivaz.com/	2026-05-30T18:15:47+00:00	1.00
https://reachrivaz.com/services/	2026-05-30T18:15:47+00:00	0.80
https://reachrivaz.com/about-us/	2026-05-30T18:15:47+00:00	0.80
https://reachrivaz.com/contact/	2026-05-30T18:15:47+00:00	0.80
https://reachrivaz.com/blog/	2026-05-30T18:15:47+00:00	0.80

TECHNICAL SEO:

ROBOTS.TXT

AN XML SITEMAP IS A FILE THAT LISTS ALL THE IMPORTANT PAGES OF A WEBSITE TO HELP SEARCH ENGINES CRAWL AND INDEX THEM EFFICIENTLY. IT PROVIDES INFORMATION ABOUT THE WEBSITE'S STRUCTURE AND UPDATES. XML SITEMAPS MAKE IT EASIER FOR SEARCH ENGINES TO DISCOVER NEW OR UPDATED CONTENT. THEY ARE USUALLY SUBMITTED TO TOOLS LIKE GOOGLE SEARCH CONSOLE TO IMPROVE WEBSITE INDEXING.

```
User-agent: *
Disallow: /wp-content/uploads/wc-logs/
Disallow: /wp-content/uploads/woocommerce_transient_files/
Disallow: /wp-content/uploads/woocommerce_uploads/
Disallow: /*?add-to-cart=
Disallow: /*?*add-to-cart=
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://reachrivaz.com/sitemap.xml
Sitemap: https://reachrivaz.com/sitemap.rss

# START YOAST BLOCK
# -----
User-agent: *
Disallow:

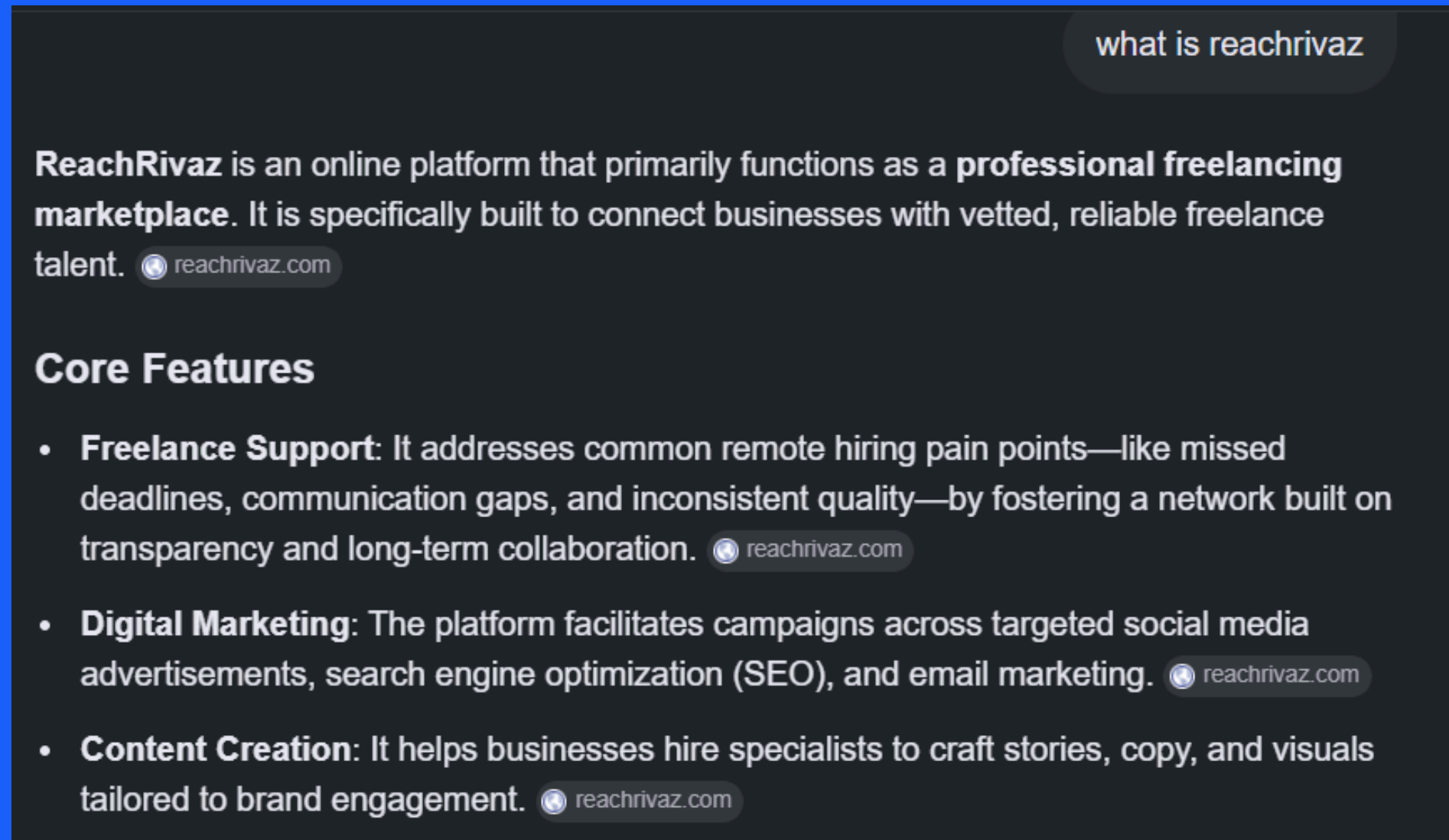
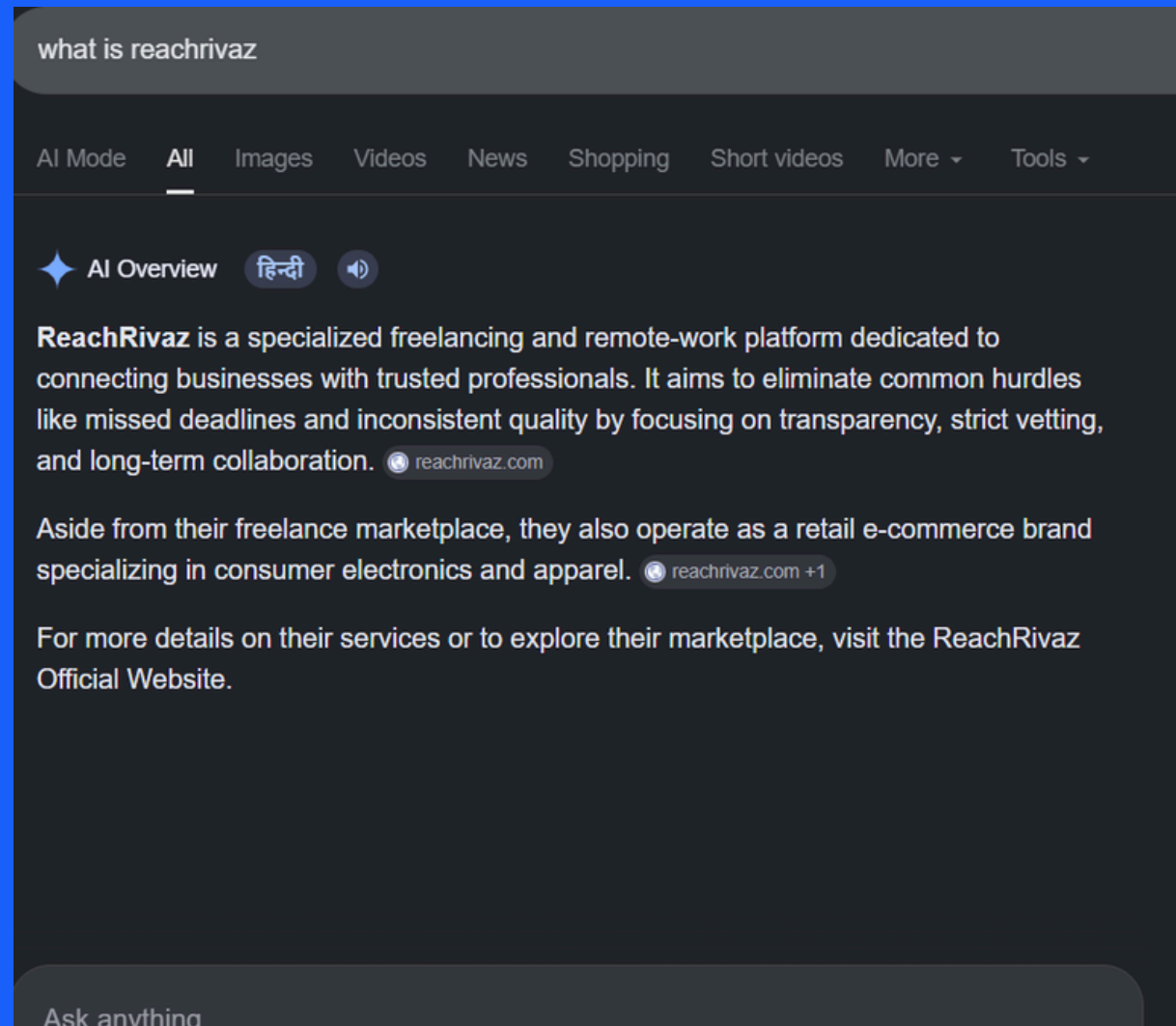
Sitemap: https://reachrivaz.com/sitemap_index.xml
# -----
# END YOAST BLOCK
```


SCHEMA MARKUP

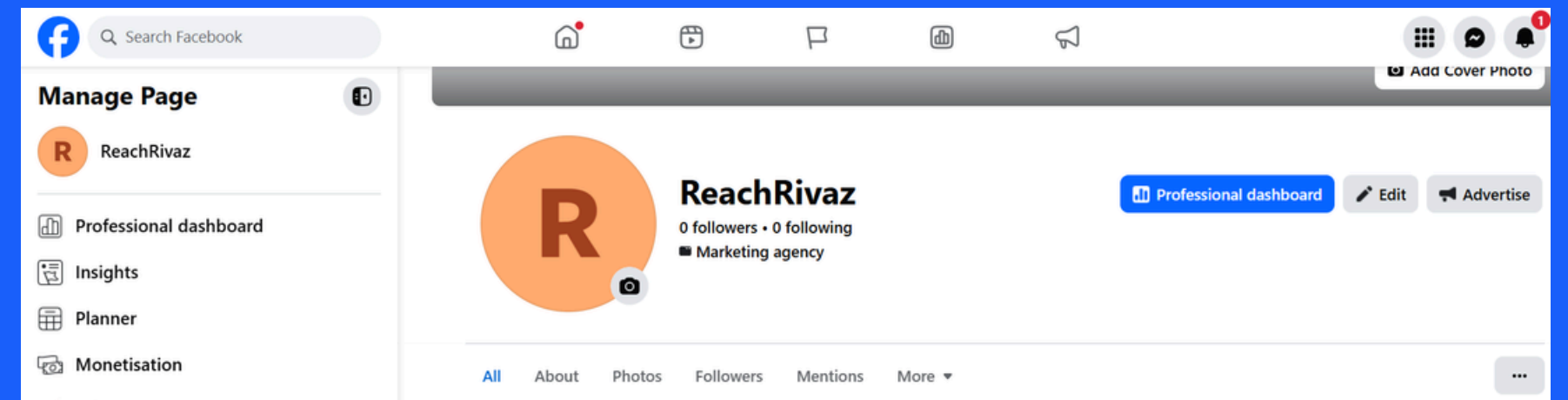
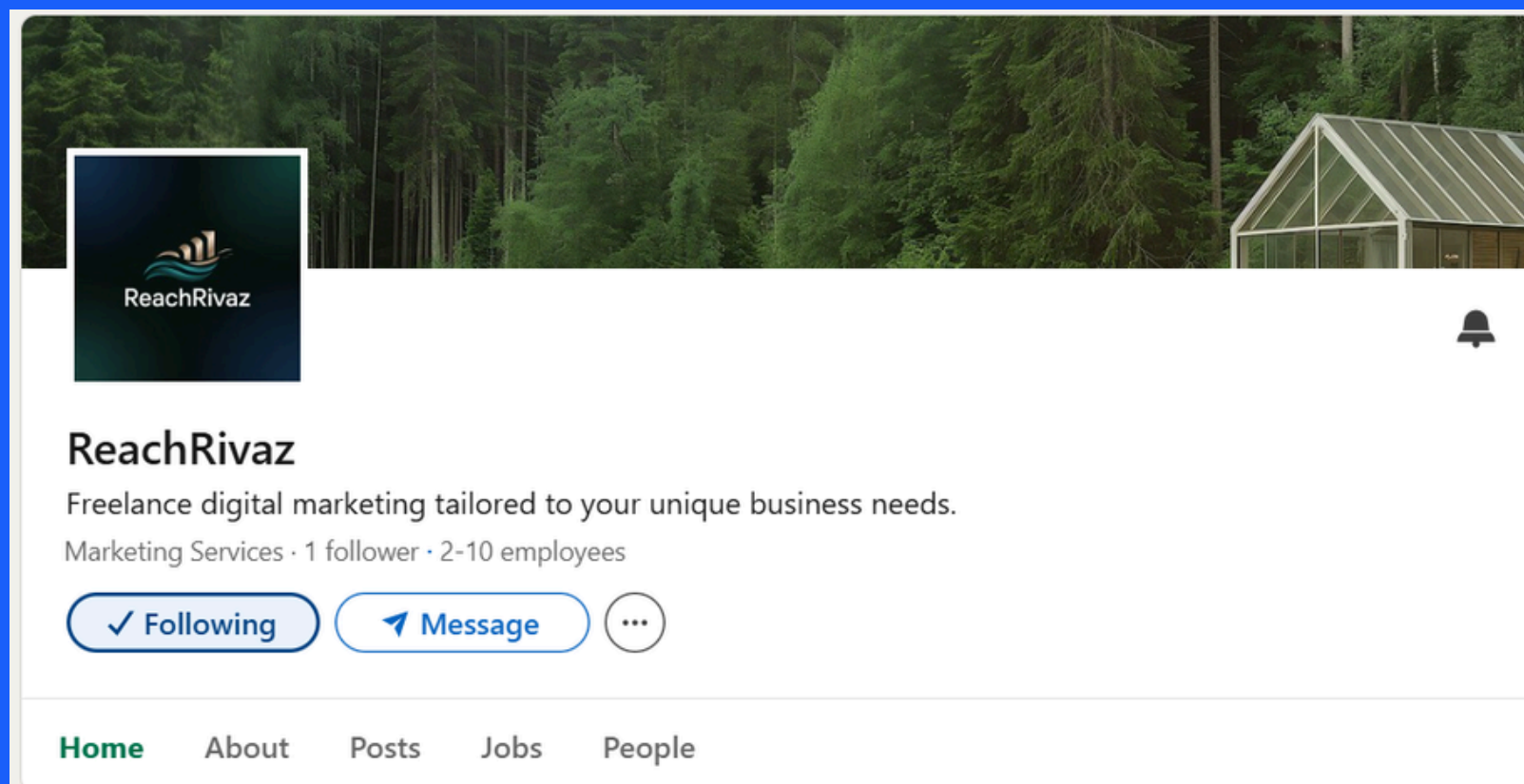
```
</style>
<!-- All in One SEO 4.9.7.2 - aioseo.com -->
<meta name="description" content="Grow Your Brand With ReachRivaz Freelance digital marketing tailored to your unique business needs." />
<meta name="robots" content="max-image-preview:large" />
<link rel="canonical" href="https://reachrivaz.com/" />
<meta name="generator" content="All in One SEO (AIOSEO) 4.9.7.2" />
  <meta property="og:locale" content="en_US" />
  <meta property="og:site_name" content="reachrivaz.com -" />
  <meta property="og:type" content="article" />
  <meta property="og:title" content="Home - reachrivaz.com" />
  <meta property="og:description" content="Grow Your Brand With ReachRivaz Freelance digital marketing tailored to your unique business needs." />
  <meta property="og:url" content="https://reachrivaz.com/" />
  <meta property="article:published_time" content="2025-12-06T09:43:40+00:00" />
  <meta property="article:modified_time" content="2026-03-10T11:14:25+00:00" />
  <meta name="twitter:card" content="summary_large_image" />
  <meta name="twitter:title" content="Home - reachrivaz.com" />
  <meta name="twitter:description" content="Grow Your Brand With ReachRivaz Freelance digital marketing tailored to your unique business needs." />
  <script type="application/ld+json" class="aioseo-schema">
    { "@context": "https://schema.org", "@graph": [ { "@type": "BreadcrumbList", "@id": "https://reachrivaz.com/#breadcrumblist", "itemListElement": [ { "@type": "ListItem", "@id": "https://reachrivaz.com#list"
  </script>
<!-- All in One SEO -->
```

SCHEMA MARKUP IS A TYPE OF STRUCTURED DATA (CODE) THAT YOU ADD TO YOUR WEBSITE TO HELP SEARCH ENGINES LIKE GOOGLE UNDERSTAND YOUR CONTENT BETTER.

AI OVERVIEW VISIBILITY

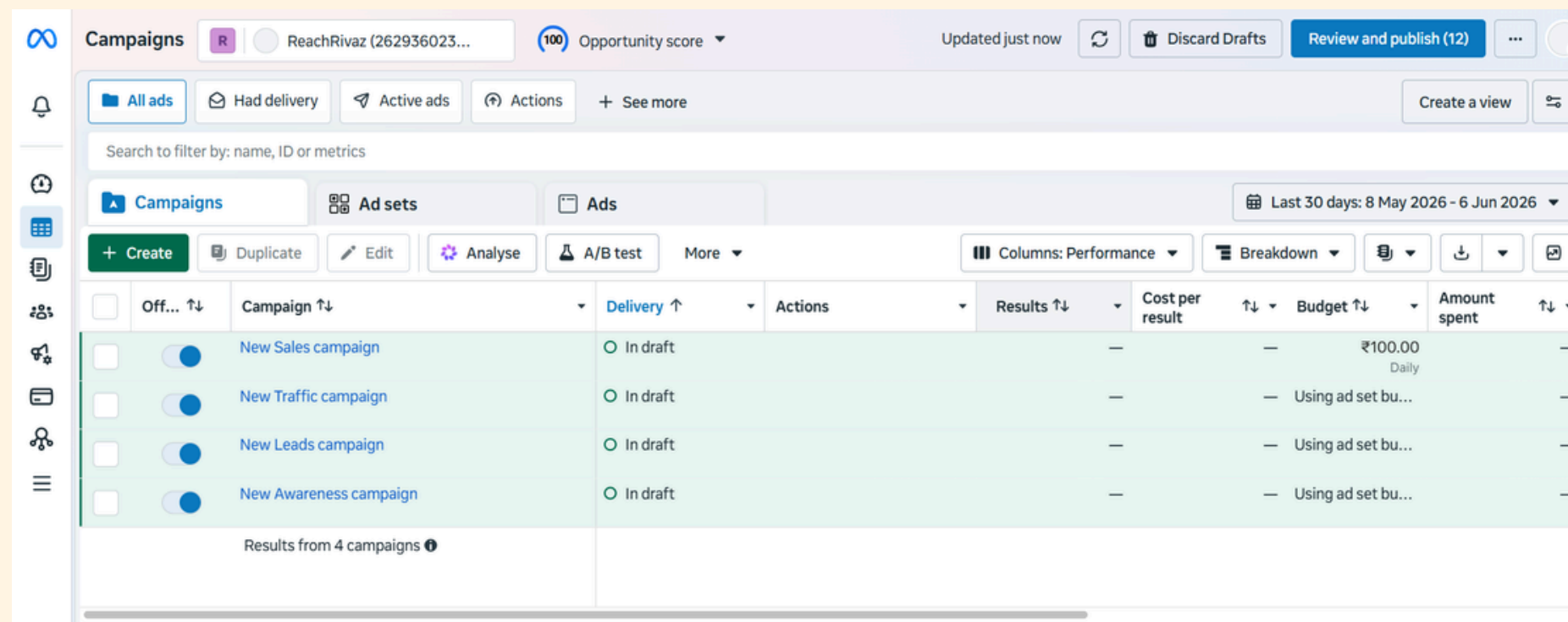
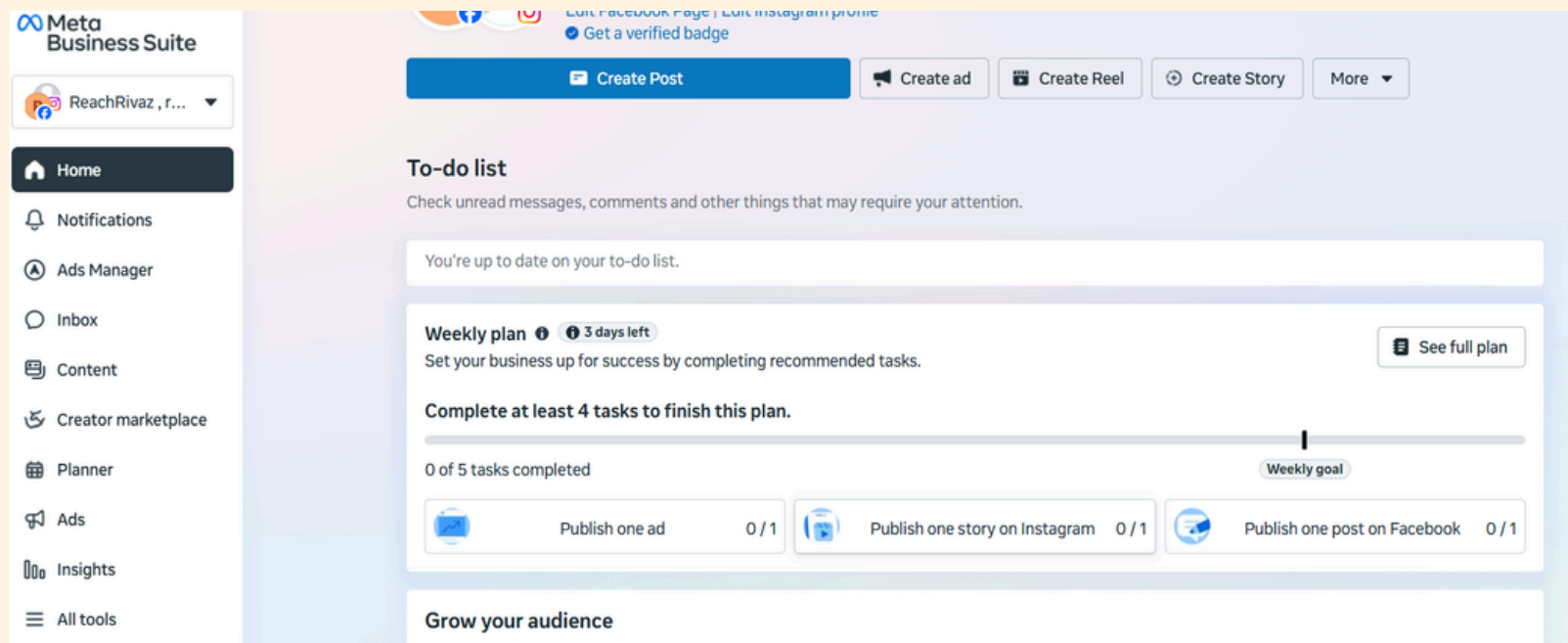


REACHRIVAZ ON SOCIAL MEDIA



META BUSINESS SUITE

**PLANNED, SCHEDULED, AND MONITORED
SOCIAL MEDIA POSTS USING METABUSINESS
SUITE TO ENSURE CONSISTENT CONTENT
DELIVERY, IMPROVE REACH, AND ENHANCE
AUDIENCE INTERACTION.**



DIGITAL MARKETING FUNNEL



BUYER PERSONA FOR REACHRIVAZ

PAGE 1: SARAH AND EMLY, THE CONTENT CREATOR

FOCUS: CREATOR ENGAGEMENT

BIO & GOALS: AN ASPIRING BLOGGER AND SOCIAL MEDIA INFLUENCER, SARAH NEEDS EFFICIENT TOOLS FOR PHOTOGRAPHY, EDITING, AND PUBLISHING. HER GOAL IS TO GROW HER AUDIENCE AND MODERNIZE HER PERSONAL BRAND.

CHALLENGES: SHE OPERATES ON A LIMITED BUDGET, OFTEN FEELS OVERWHELMED BY THE OPTIONS, STRUGGLES TO FIND RELIABLE RESOURCES, AND HAS DIFFICULTY WITH TIME MANAGEMENT.

NEEDS & BEHAVIOR: SHE VALUES VISUAL CONTENT, BLOGS, AND EASY NAVIGATION. SHE IS ACTIVELY SEEKING QUALITY CONTENT, CREATIVE INSPIRATION, TUTORIALS, AND COMMUNITY SUPPORT. YOU CAN FIND HER ON INSTAGRAM, PINTEREST, AND OTHER CREATIVE PLATFORMS.

SITE USAGE: SARAH IS A REGULAR VISITOR WHO LOOKS FOR FRESH IDEAS, DOWNLOADS, TUTORIALS, AND INSPIRATION.

PAGE 2: MICHAEL AND MARK, THE TECH ENTREPRENEUR

FOCUS: ENTREPRENEUR GROWTH

BIO & GOALS: AS A SMALL-BUSINESS OWNER AND TECH STARTUP FOUNDER, MARK IS SEEKING PRACTICAL TOOLS, SOFTWARE SOLUTIONS, GROWTH STRATEGIES, AND INDUSTRY INSIGHTS. HE AIMS TO SCALE HIS BUSINESS AND OPTIMIZE HIS OPERATIONS.

CHALLENGES: HE MANAGES A TIGHT SCHEDULE AND FACES BUDGET CONSTRAINTS. HIS PRIMARY CONCERNS ARE STAYING COMPETITIVE AND ADAPTING TO NEW TECHNOLOGY.

NEEDS & BEHAVIOR: MARK MAKES DATA-DRIVEN DECISIONS AND VALUES EFFICIENCY. HE SEEKS SOFTWARE, TOOLS, EXPERT ADVICE, AND NETWORKING OPPORTUNITIES. HE IS ACTIVE ON LINKEDIN, TWITTER, AND TECH FORUMS.

SITE USAGE: MARK IS A REGULAR VISITOR WHO SEEKS OUT SPECIFIC SOLUTIONS, IN-DEPTH GUIDES, NEWS, AND RESOURCE COMPARISONS.

* BUYER PERSONA S

PERSONA-DRIVEN MARKETING

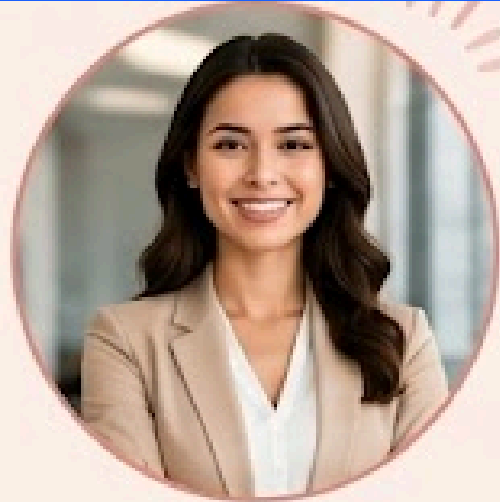
Two detailed buyer personas developed for ReachRivaz clients — covering demographics, psychographics, pain points, and buying behaviour.



PERSONA 1:
CONTENT CREATOR

PERSONA 2:
STARTUP FOUNDER

BUYER PERSONA 1



Emily

THE BUSY PROFESSIONAL

“I need solutions that save me time and make my day-to-day easier and more productive.”



AGE
30



AGE
New York, USA



LOCATION
New York, USA



OCCUPATION
Marketing Manager



INCOME
\$55,000 – \$85,000 / year



Bachelor's Degree



STATUS
Single



GOALS

- Save time and be more efficient
- Find reliable and easy-to-use solutions
- Stay organized and productive



CHALLENGES

- Limited time due to busy schedule
- Too many options and information
- Looking for solutions that are quick to implement



ONLINE BEHAVIOR

- Active on Instagram, LinkedIn and Facebook
- Researches online before making a purchase
- Reads reviews and compares options



BUYING MOTIVATION

- ✓ Convenience
- ✓ Time-saving
- ✓ Trustworthy brand
- ✓ Good customer support



PREFERRED CONTENT



Blog Articles



Short Videos



Email Newsletters



Tips & Guides



WHAT INFLUENCES EMILY?

Recommendations, user reviews, real-life results and time-saving features.



BUYER PERSONA 2



Michael

THE VALUE-FOCUSED ENTREPRENEUR

“I invest in solutions that deliver real results and help my business grow.”



AGE
42



LOCATION
Austin, Texas, USA



OCCUPATION
Small Business Owner



INCOME
\$90,000 – \$150,000 / year



EDUCATION
MBA



STATUS
Married



GOALS

- Grow business and increase revenue
- Improve team productivity
- Find cost-effective solutions with measurable ROI



CHALLENGES

- Budget constraints
- Limited time and resources
- Need proven results before investing



ONLINE BEHAVIOR

- Searches on Google extensively
- Watches YouTube reviews and tutorials
- Compares multiple providers before buying



BUYING MOTIVATION

- ✓ Return on investment (ROI)
- ✓ Proven results and case studies
- ✓ Transparent pricing
- ✓ Long-term value



ONLINE BEHAVIOR

- Searches on Google extensively
- Watches YouTube reviews and tutorials
- Compares multiple providers before buying

PREFERRED CONTENT



Case Studies



Product Comparisons



Webinars & Demos



Industry Reports



WHAT INFLUENCES MICHAEL?

Data-backed results, expert opinions, customer success stories and ROI.



OUR KEY BUYER PERSONAS

PERSONA 1:

SARAH - THE CONTENT CREATOR



BIO & GOALS

- Aspiring blogger & social media influencer. Needs efficient tools for photography, editing, and publishing.
- Aims to grow audience and modernize brand.



CHALLENGES

- Limited budget, overwhelmed by options, finding reliable resources, managing time.



NEEDS & BEHAVIOR

- Seeks quality content, creative inspiration, tutorials, community support.
- Prefers visuals, blogs, easy navigation.
- Active on Instagram, Pinterest, and creative platforms.



SITE USAGE

- Regular visitor, looking for ideas, downloads, tutorials, and inspiration.



NEEDS & BEHAVIOR

- Seeks quality content, creative inspiration, tutorials, community support.
- Prefers visuals, blogs, easy navigation.
- Active on Instagram, Pinterest, and creative platforms.



SITE USAGE

- Regular visitor, looking for ideas, downloads, tutorials, and inspiration.

ReachRivaz

OUR KEY BUYER PERSONAS

PERSONA 2:

MARK - THE TECH ENTREPRENEUR



BIO & GOALS

- Small business owner, founder of a tech startup.
- Looking for practical tools, software solutions, growth strategies, and industry insights.
 - Aims to scale business and optimize operations.



CHALLENGES

- Tight schedule, budget constraints, staying competitive, adapting to new tech.



NEEDS & BEHAVIOR

- Values efficiency, data-driven decisions, case studies, expert advice.
- Seeks software, tools, networking opportunities.
- Active on LinkedIn, Twitter, tech forums.



SITE USAGE

- Regular visitor, seeking specific solutions, guides, news, and comparison resources.



NEEDS & BEHAVIOR

- Values efficiency, data-driven decisions, case studies, expert advice.
- Seeks software, tools, networking opportunities.
- Active on LinkedIn, Twitter, tech forums.



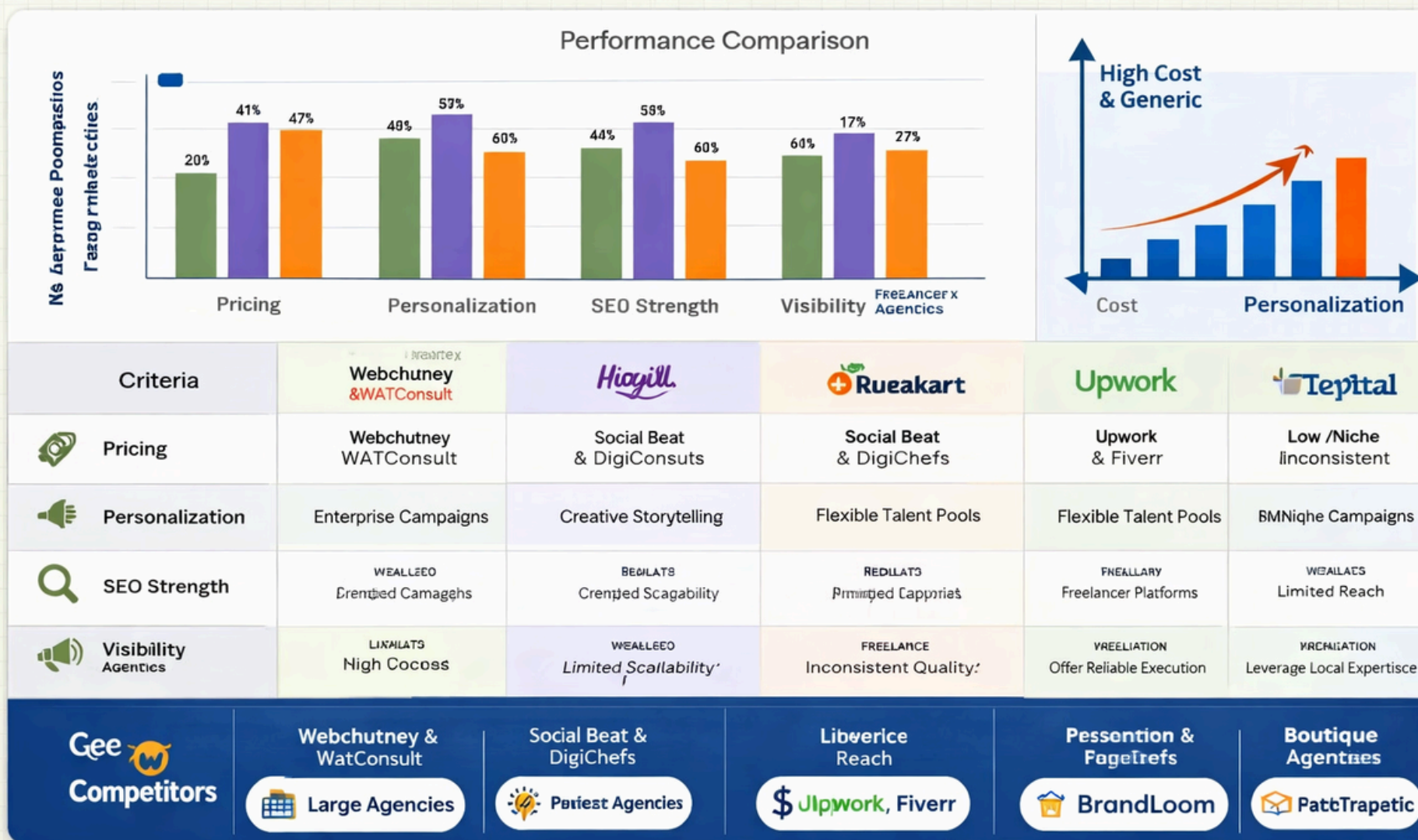
SITE USAGE

- Regular visitor, seeking specific solutions, guides, news, and comparison resources.

ReachRivaz

COMPETITOR ANALYSIS

REACH RIVAZ COMPETITOR ANALYSIS LANDSCAPE



IT VISUALLY COMPARES PERFORMANCE ACROSS TRAFFIC, SERVICES OFFERED, CLIENT REVIEWS, AND SOCIAL MEDIA PRESENCE, AND POSITIONS REACH RIVAZ AS “COMPETITIVE + FLEXIBLE” WITH STRONG SEO AND CUSTOMER FOCUS ON SMBS AND STARTUPS. YOU CAN OPEN THE CARD ABOVE TO VIEW THE FULL IMAGE – IT’S DESIGNED TO HIGHLIGHT REACH RIVAZ’S UNIQUE EDGE IN AFFORDABILITY, PERSONALIZATION, AND DIGITAL MARKETING VERSATILITY.

GENERATIVE AI IMPLEMENTATION

EMAIL MARKETING

Contact

Enter your full name

First Last

Email *

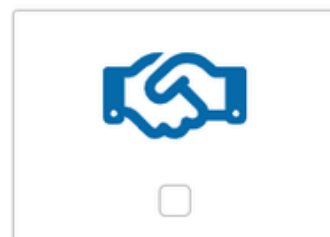
Enter your Email

Contact Number

Checkboxes



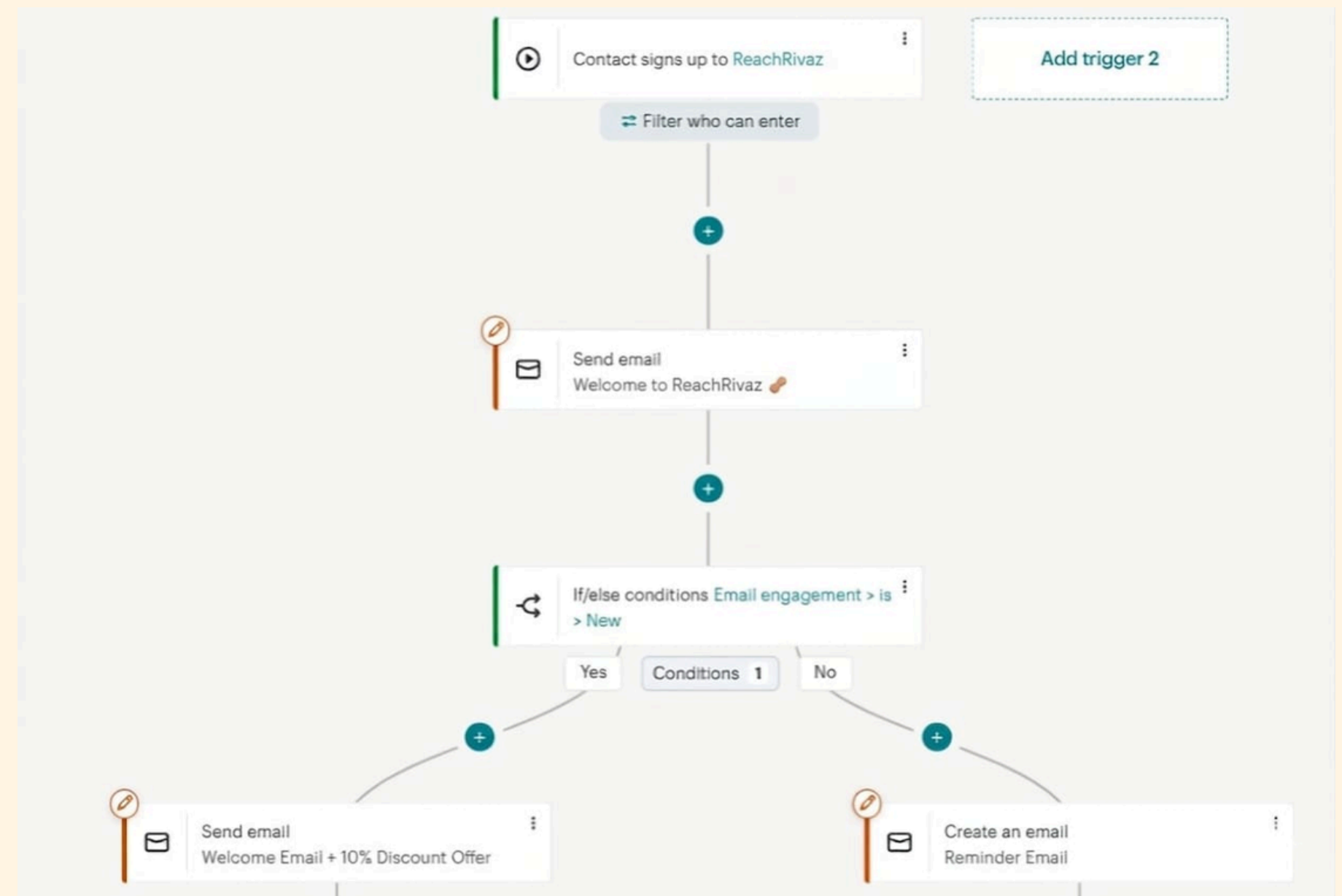
SEO



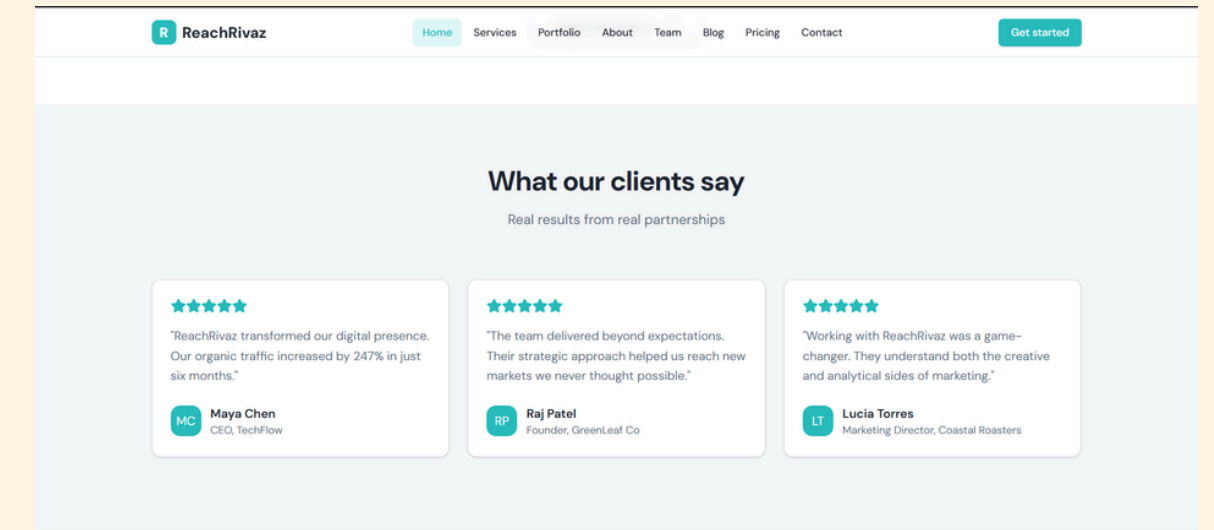
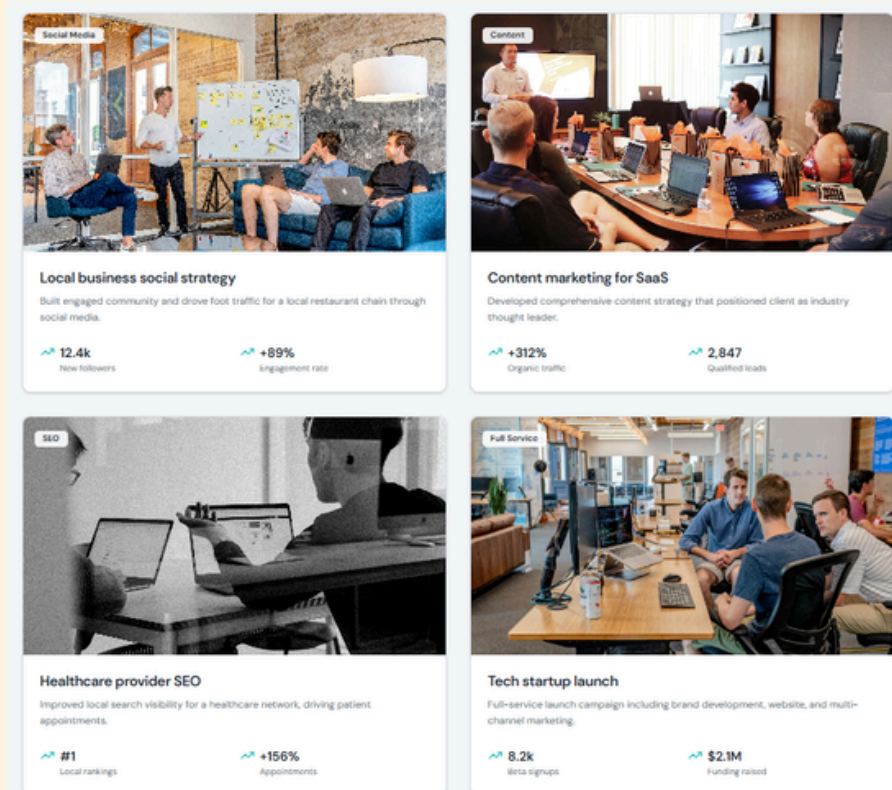
Website Design and Development



SMM



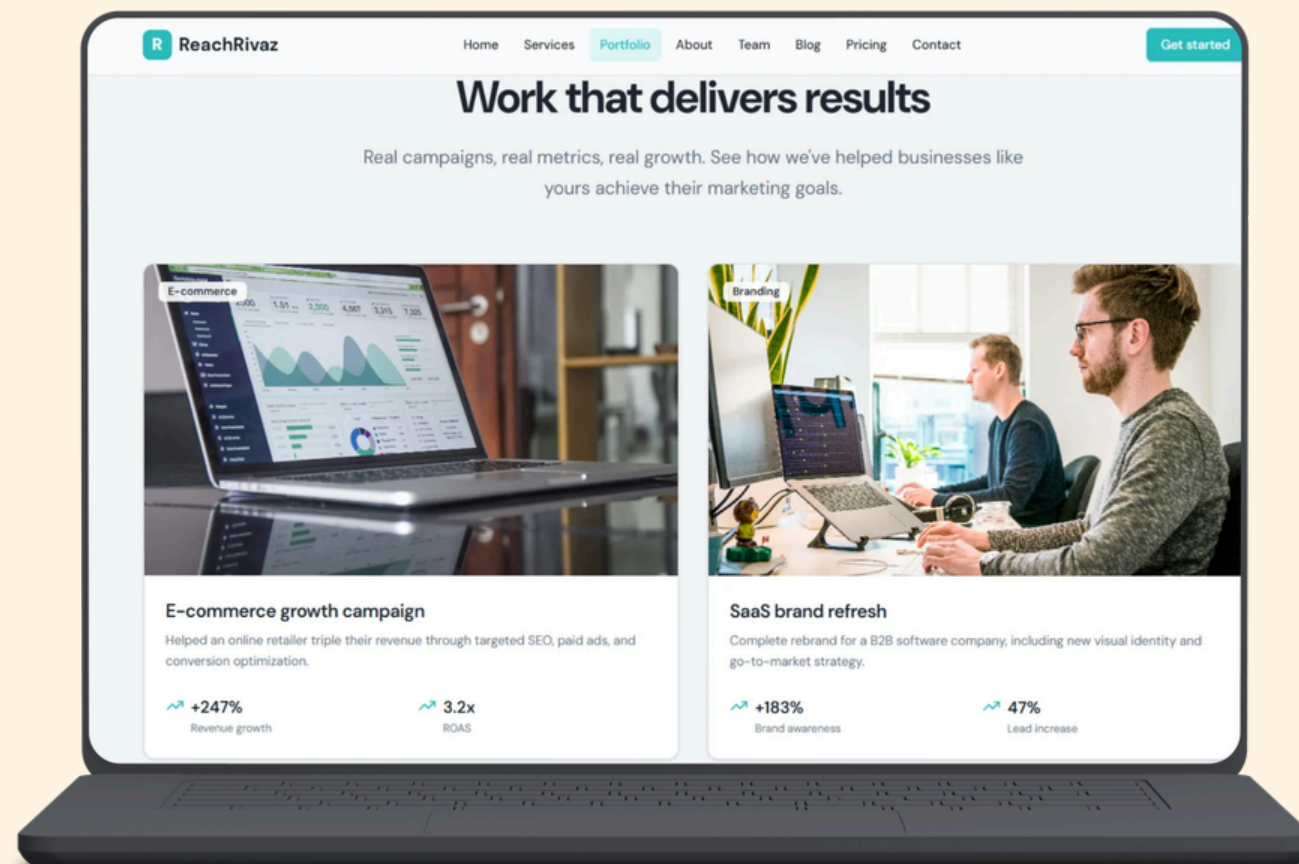
AI WEBSITE



PROMPT



BUILD A MODERN, MOBILE-FRIENDLY WEBSITE FOR REACHRIVAZ IS A FREELANCING AND DIGITAL MARKETING AGENCY. INCLUDE A HOMEPAGE WITH OUR TAGLINE "REACH FURTHER. GROW SMARTER.", A SERVICES SHOWCASE OF ALL THE THINGS WE PROVIDE AN ABOUT US SECTION TELLING OUR BRAND STORY, AND A CONTACT PAGE WITH WHATSAPP INTEGRATION FOR INDIAN CUSTOMERS.



AI BANNERS

REACHRIVAZ – Freelance & Agency Solutions

-  SEO
-  SMM
-  Website Design



REACHRIVAZ –

Your Path to Growth



SEARCH ENGINE OPTIMIZATION (SEO)

SOCIAL MEDIA MARKETING (SMM)

REACHRIVAZ –

Website Design & Development



REACHRIVAZ

REACHRIVAZ – Freelance Talent, Agency Results

COMPLETE DIGITAL STRATEGY



SEARCH ENGINE
OPTIMIZATION



SOCIAL MEDIA
MARKETING



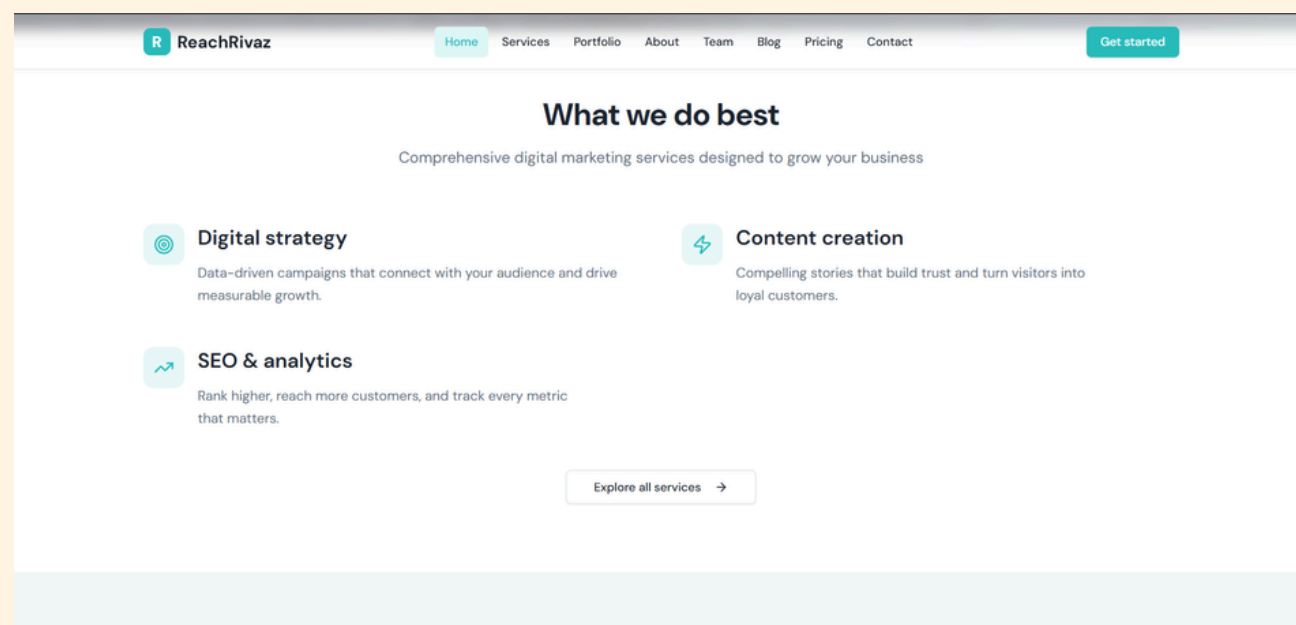
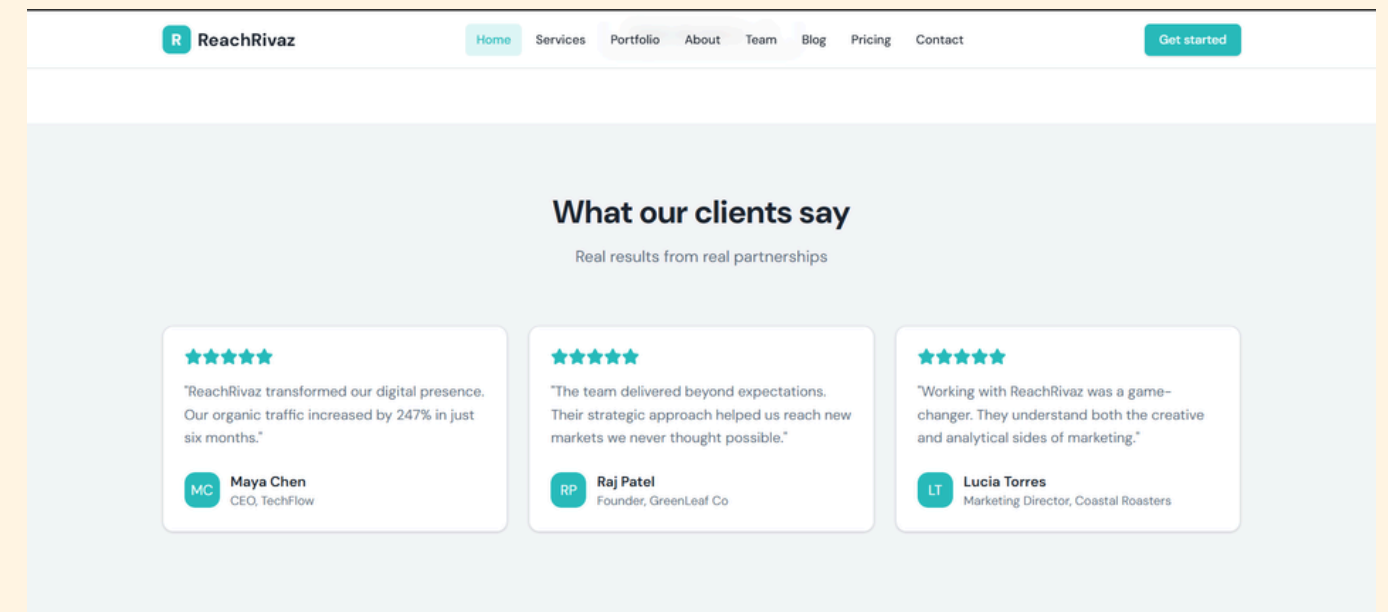
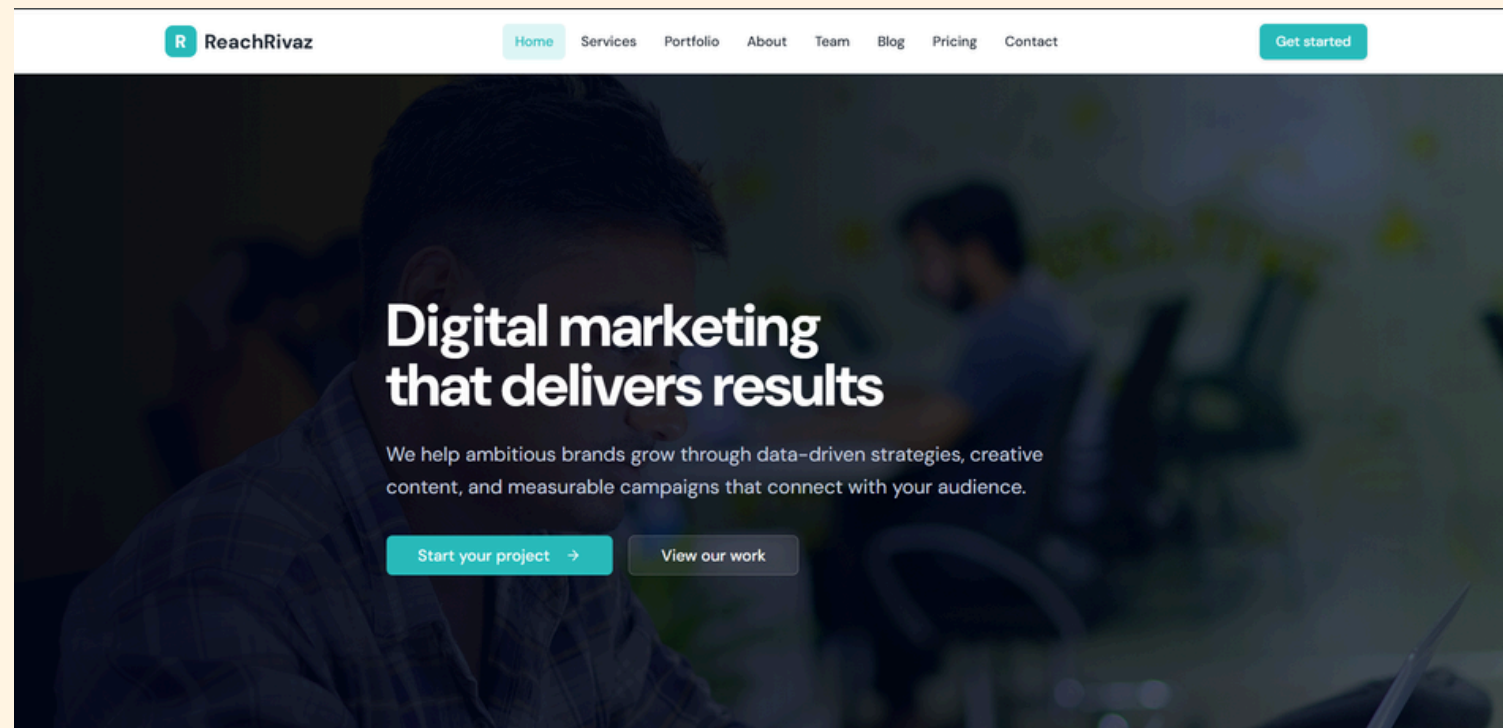
SOCIAL MEDIA
MARKETING (SMM)



PROMPT

ACT AS A LEAD GENERATION AND SERVICES BANNER FOR REACHRIVAZ – A FREELANCING AND DIGITAL MARKETING AGENCY. USE PROFESSIONAL, AGENCY TONES WITH INNOVATIVE IMAGERY (GROWTH CHARTS, LAPTOPS, DIVERSE TEAM). HIGHLIGHT SERVICES: SEO, SMM, WEBSITE DEVELOPMENT, WEBSITE DESIGNING. CONVEY INNOVATION, PROFESSIONALISM, AND SCALABILITY IN A MODERN, IMPACTFUL DESIGN.

AI LANDING PAGE



AI BASED LOGO



GENERATIVE USING AI

ReachRivaz
Freelancing & Digital Marketing Agency

[HOME](#)[SERVICES](#)[ABOUT US](#)[PORTFOLIO](#)[CONTACT US](#)

GENERATIVES THAT GROW BRANDS

Creative. Strategic. Results-Driven.

 Brand Strategy Social Media Marketing Content Creation SEO & Growth Paid Advertising

**DIGITAL SOLUTIONS.
REAL RESULTS.**

We don't just market,
we make an impact.

[LET'S GROW TOGETHER](#)

 Strategy  Strategy  Growth

**Your Vision.
Our Strategy.
Unlimited Growth.**

[START YOUR PROJECT](#)



			
150+ Happy Clients	250+ Projects Delivered	5+ Years of Excellence	98% Client Satisfaction

We Turn Ideas into Impact. 

**Reach Beyond.
Rivaz Results.**

Digital marketing that
connects, converts &
creates loyalty.

 Volatility  Engagement  Conversions  Growth

**Social Media
That Speaks,
Results That
Matter.**

[GET STARTED](#)

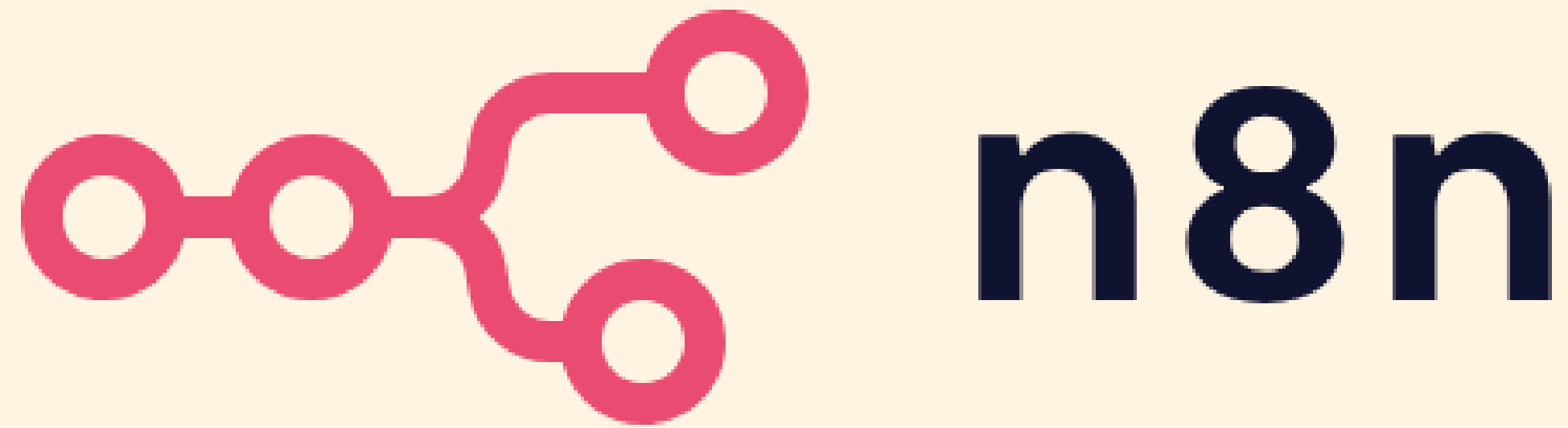
**Build Your Brand.
Grow Your Future.**

Let's build something
powerful together.

[CONTACT US](#)



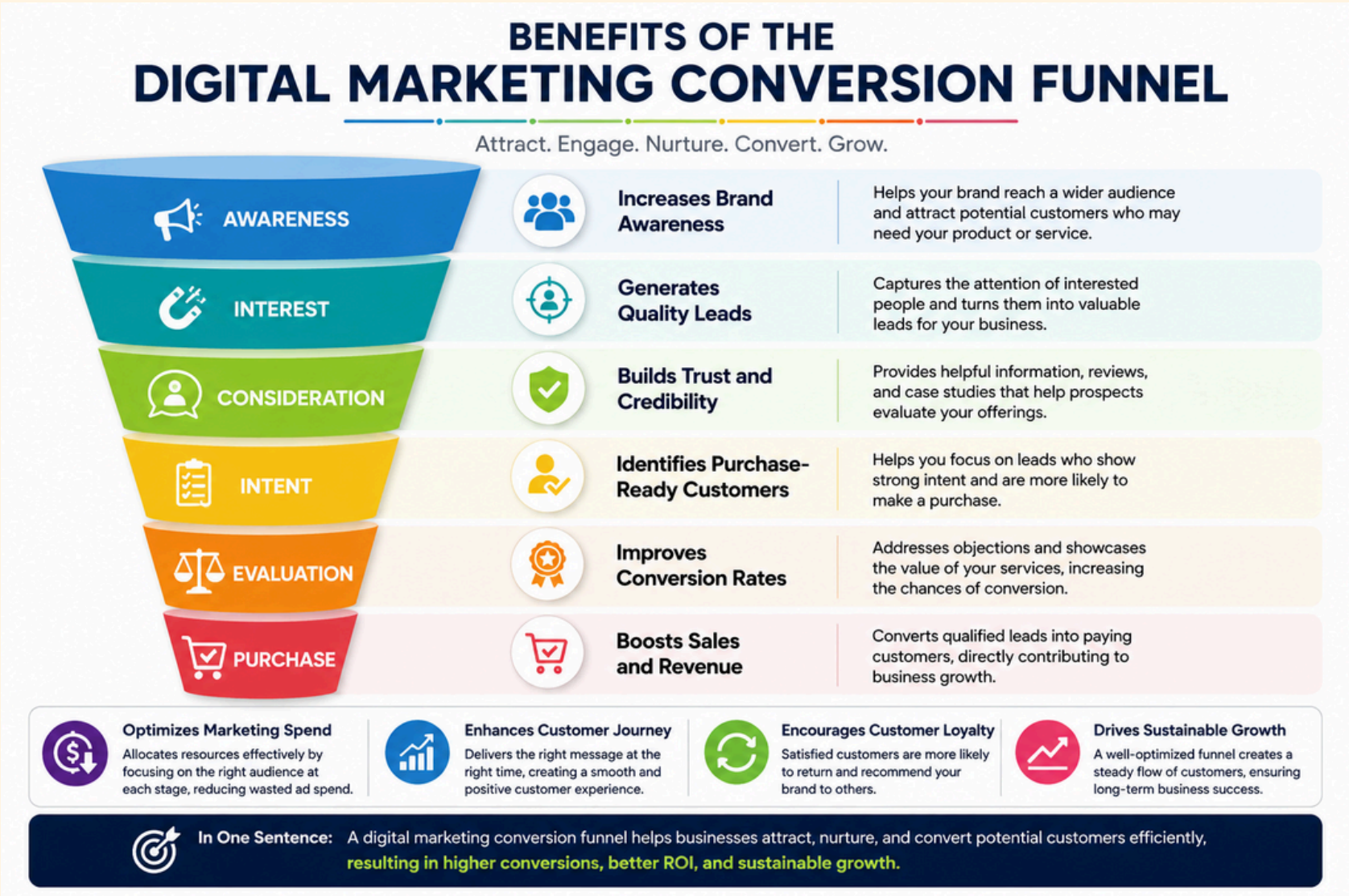
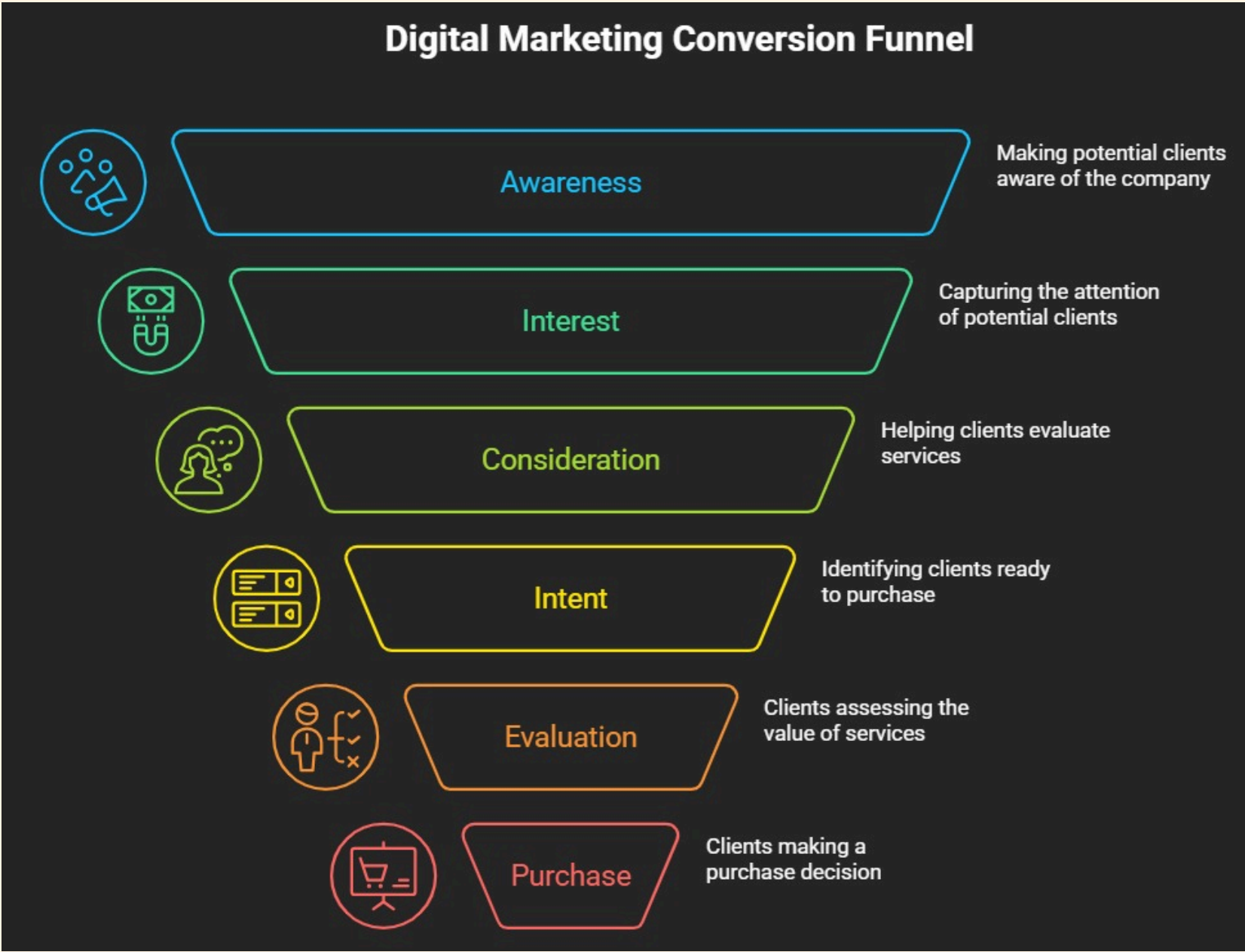
    reachrivaz.com



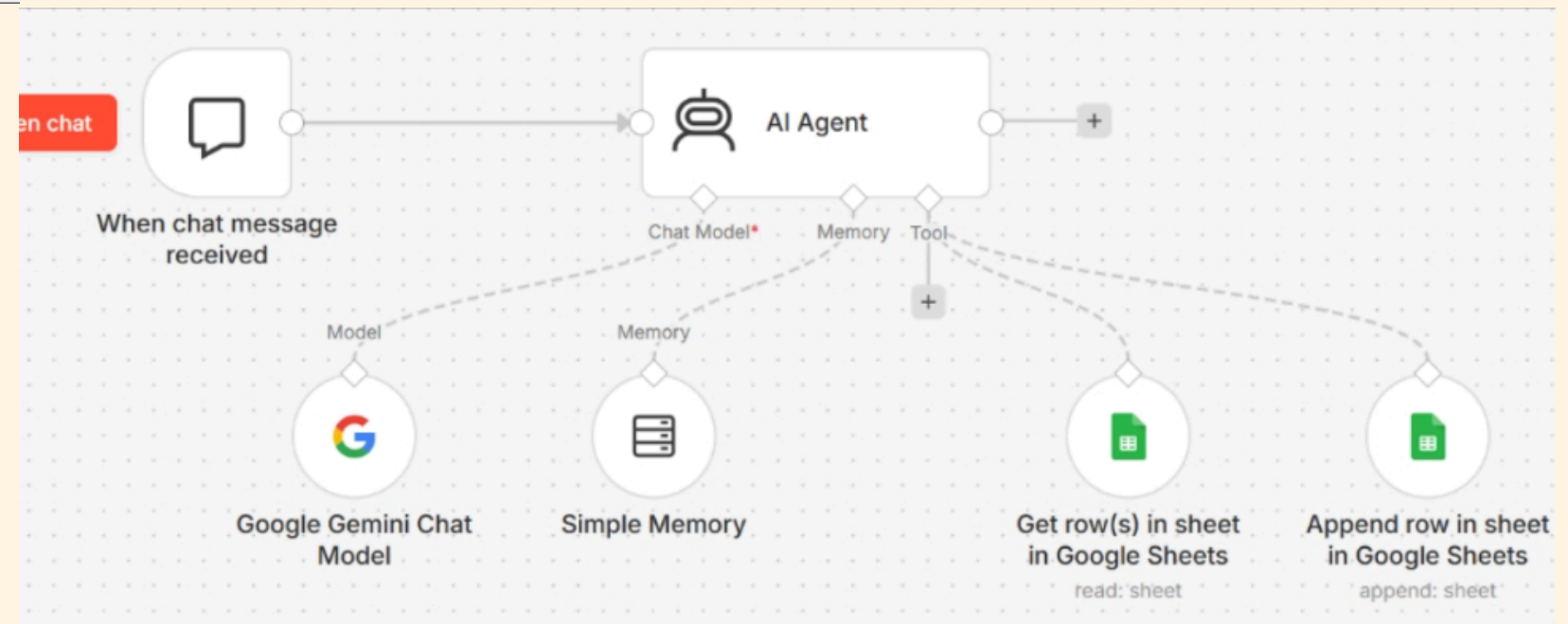
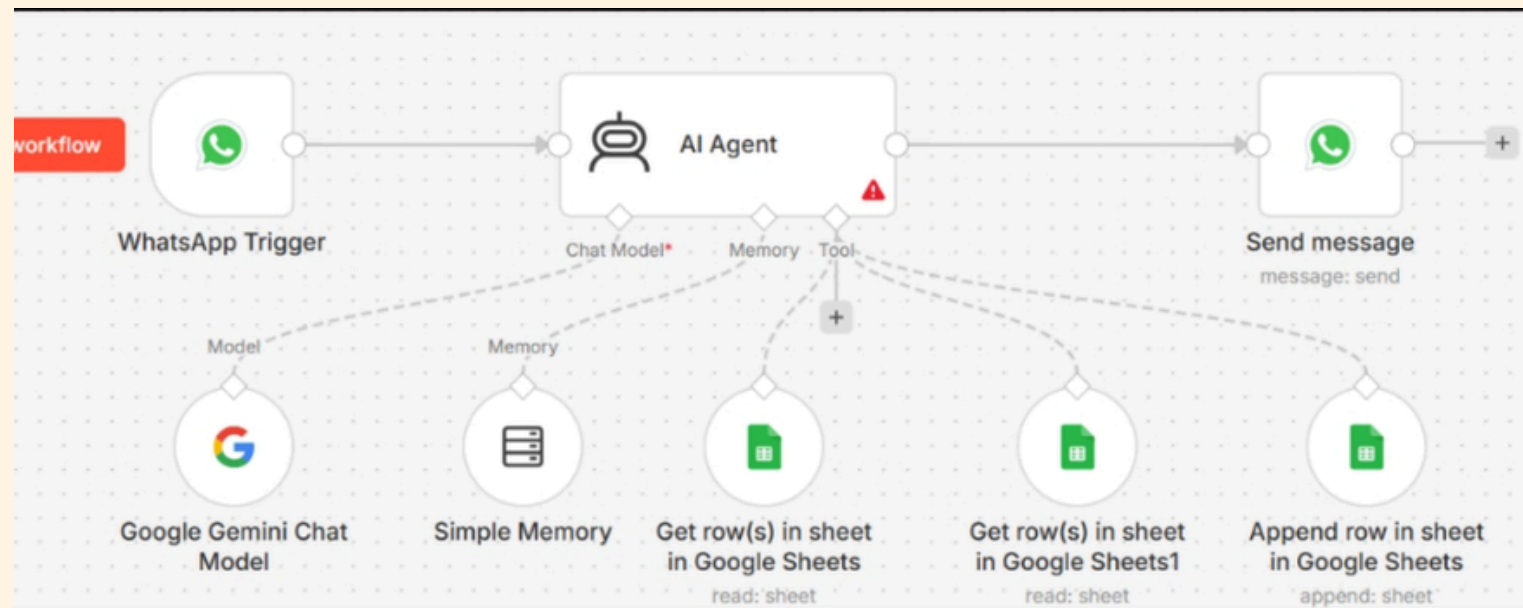
AUTOMATE EVERYTHING WITH N8N!

REACHRIVAZ INFOGRAPHICS

USING NAPKIN AI



WEBSITE CHATBOT AUTOMATION



Posts, Reels, Videos, Infographics, Ebooks, Cover Pages, Logos, Channel Art. Welcome & Promotional Emails, Email Automation workflows and campaign performance metrics.

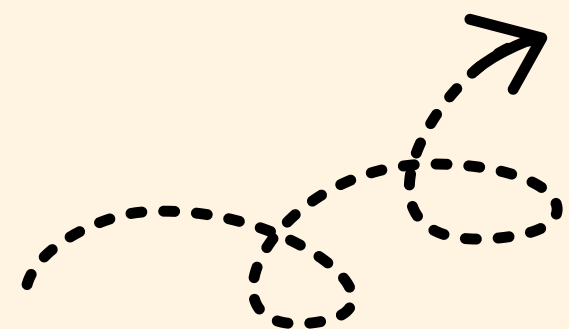
CREATIVE TYPES Social, Video, Print

EMAIL METRICS Open rate, Click rate, Conversions

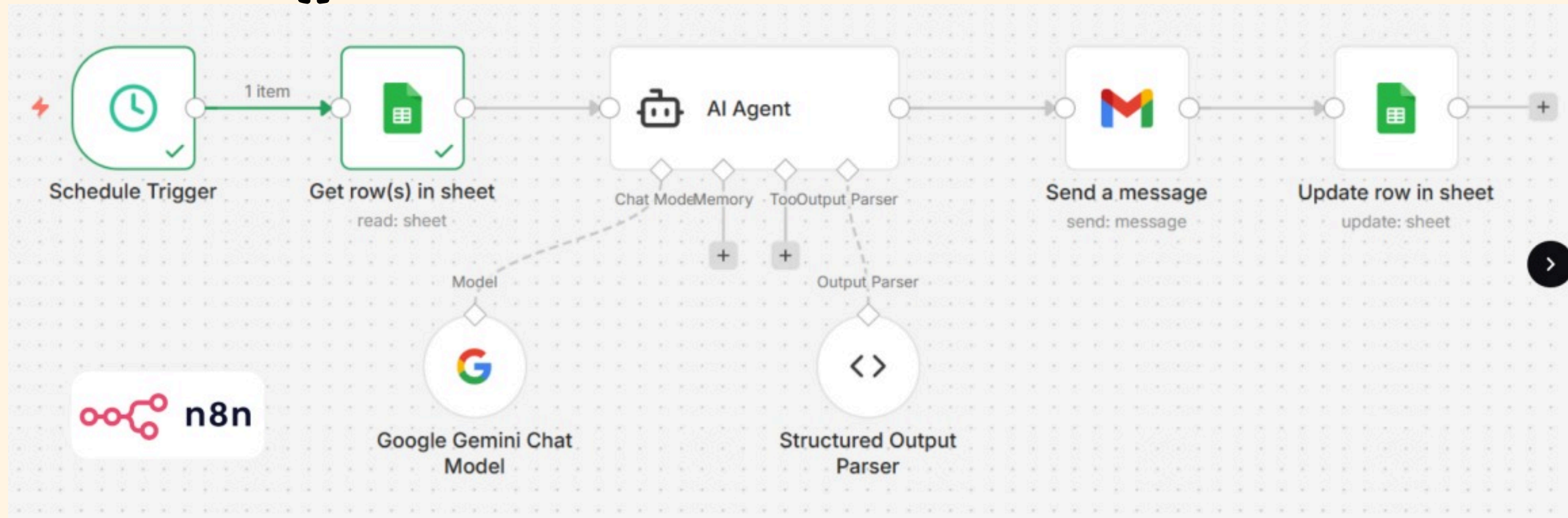
CREATIVES & EMAIL MARKETING

G

E-MAIL LEADS



AUTOMATION



DIGITAL MARKETING CASE STUDY PRESENTATION

CASE STUDY PRESENTATION



- ✓ **Hardik Pandya**
 - Indian cricketer
- ✓ **The Mommy Gram**
 - Parenting influencer and mom of two known for sharing real experiences with mom of the Shark City Mall store.
- ✓ **Aptira Kidz**
 - Shared content featuring events, shoes for men & youngsters, more engaging videos to boost engagement for the store via reels and daily life related content.



Influencer Tiers

- Micro-influencers (Primary Strategy)
- Parenting Influencers (especially moms)
 - Mom bloggers on Instagram
 - Family & lifestyle creators

Why they buy??

- ✓ **Demographics:** Parents (aged 25-40) with young children. Middle to upper middle income group. They are busy, value-income group. They are busy, safety-driven and health conscious.
- ✓ **Psychographics:** They are modern concerned about quality, trust recommendations from influencers frequently. They value trends.
- ✓ **Functionality:** They need shoes that accommodate fast-growing feet, look stylish with frequent replacements.
- ✓ **Comfort:** They prioritize cushioning and comfort with 360-degree flexibility for their active, high-energy children.



Buyer Persona



areto

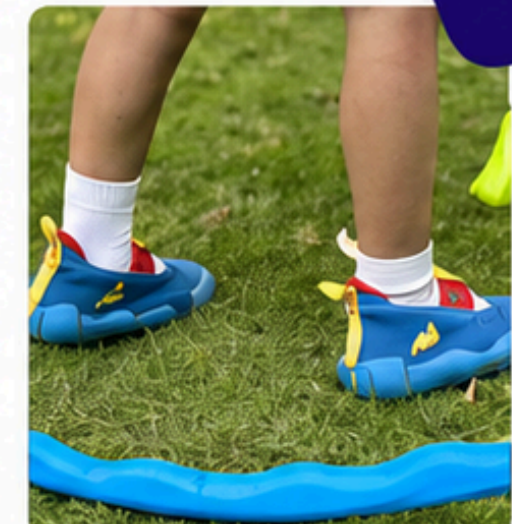
The 'Problem vs. Solution'

Kick-feet grow fast, about 1.5 to 2mm every month in the first few years.

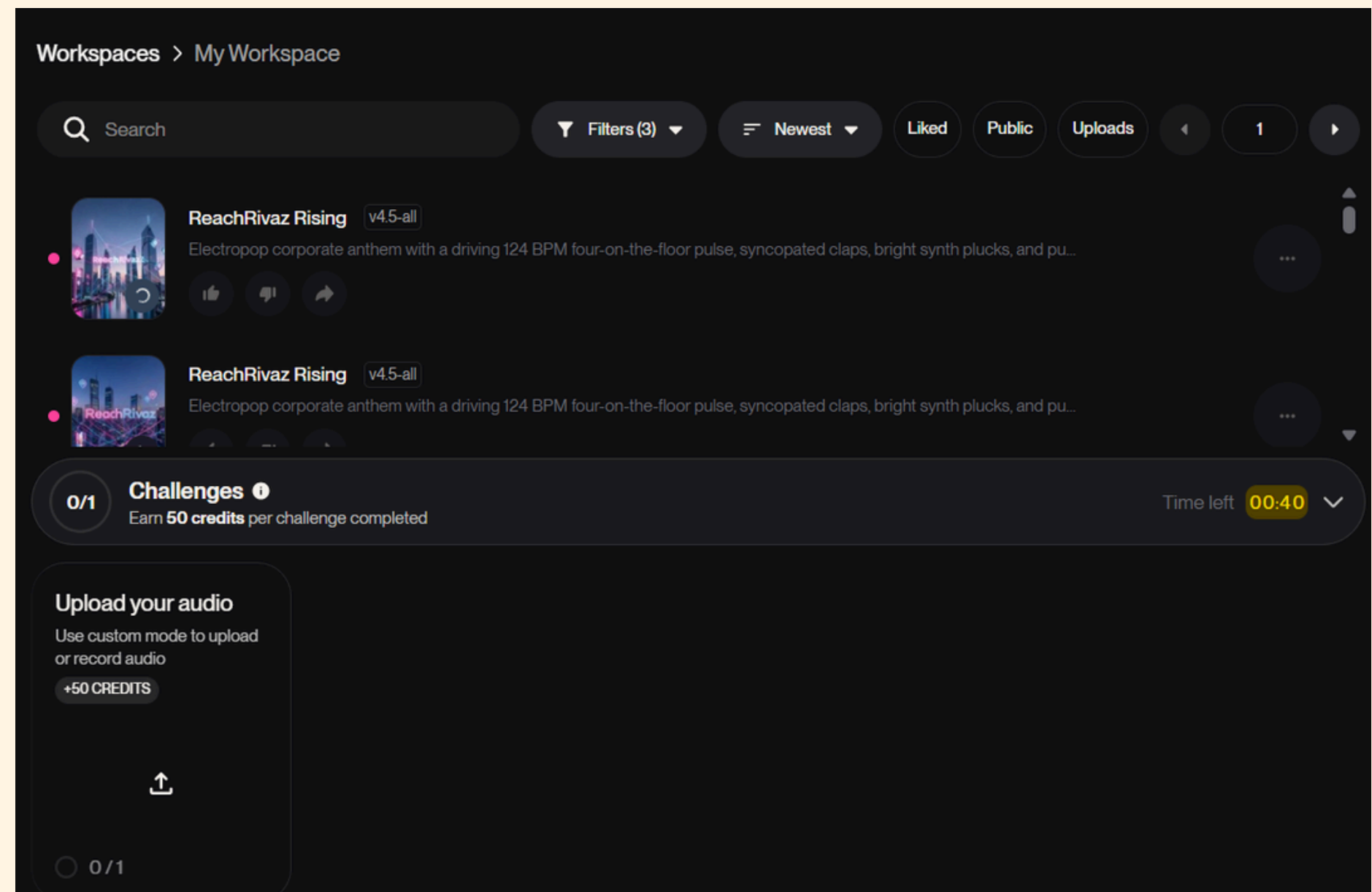
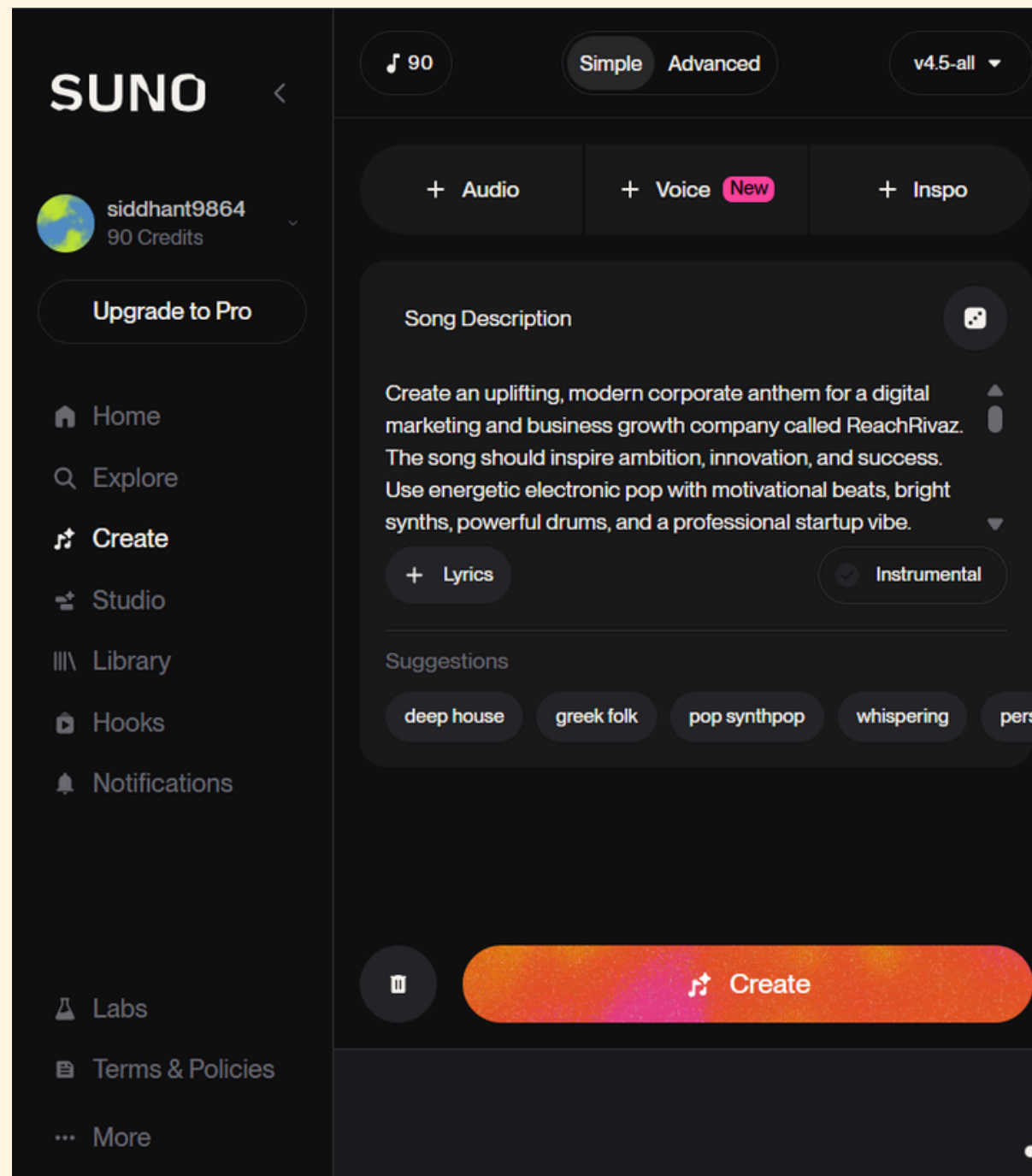
But most parents don't fit foot-growing timeline. This leads to uneven shoe shape, foot pain, leading to discomfort and restricted movement.

So we asked a simple question: why do shoes stay the same when kids don't?

That question led to our core innovation - shoes



AI-GENERATED SONG USING SUNO AI



KEYWORD RESEARCH & TOOLS

Keyword Stats 2026-04-07 at 16_29_23

March 1, 2025 - February 28, 2026

Keyword	Currency	Avg. monthly se	Three month ch	YoY change	Competition	Competition (ind	Top of page bid	Top of page bid
freelance digital	INR	5000	0%	0%	Low	0	17.68	115.66
digital marketing	INR	500000	0%	0%	Low	14	16.89	68.80
digital branding	INR	500	0%	0%	Low	3	24.52	107.02
freelance digital	INR	500	0%	0%	Low	0		
marketing digital	INR	500000	0%	0%	Low	14	16.89	68.80
search marketing	INR	500	0%	0%	Low	9	19.80	110.24
marketing your b	INR	50	0%	0%	Medium	52		
digital brand mai	INR	50	0%	0%	Low	1		
grow your brand	INR	50	0%	0%	Low	8	27.56	453.27
digital marketing	INR	500	0%	0%	Low	17	29.78	139.29
marketing and d	INR	500000	0%	0%	Low	14	16.89	68.80
digital brand str	INR	50	0%	0%	Low	7	21.73	127.21
marketing for yo	INR	50	0%	0%	Low	1		
freelance digital	INR	50	0%	0%	Low	0		
marketing digital	INR	5000	0%	0%	Medium	45	11.88	83.20

28	home digital mar	INR	50	0%	0%	Low	0		
29	marketing dixhit	INR	50	0%	-100%	Unknown			
30	for your brand	INR	50	0%	0%	Low	1		
31	digital marketing	INR	50	0%	0%	Low	0		
32	marketing & digi	INR	500000	0%	0%	Low	14	16.89	68.80
33	dig8tal marketing	INR	50	0%	0%	Medium	39	24.98	173.48
34	marketing in digi	INR	50	0%	0%	Low	24		
35	about your brand	INR	50	0%	0%	Low	0		
36	marketing e mar	INR	5000	0%	0%	Low	8	25.95	102.91
37	digital marketolo	INR	0	0%	0%	Unknown			
38	digital product m	INR	50	-100%	-100%	Unknown			
39	products conten	INR	50	0%	0%	Low	1		
40	the brand strateg	INR	50	∞	0%	Low	0		
41	a brand strategy	INR	50	0%	0%	Low	8		
42	mktg digital	INR	500	0%	0%	Low	17	29.78	139.29
43	your marketing r	INR	50	-100%	0%	Unknown			
44	in marketing mai	INR	50	0%	0%	Low	4		
45	your marketing	INR	50	0%	0%	Low	5		
46	business cmo	INR	50	∞	∞	Low	0		
47	brand home	INR	500	0%	0%	Low	4		
48	dig marketing	INR	500000	0%	0%	Low	14	16.89	68.80
49									

Create

Campaigns

Goals

Tools

Billing

Admin

Asset Studio

Planning

Keyword Planner

Performance Planner

Reach Planner

App advertising hub

Shared library

YouTube Creator Partnerships

Content suitability

Keyword Planner >

Plan from Jun 3, 2026, 10 pm, GMT+05:30

Site: https://reachrivaz.com/IndiaEnglishGoogleMay 2025 - Apr 2026

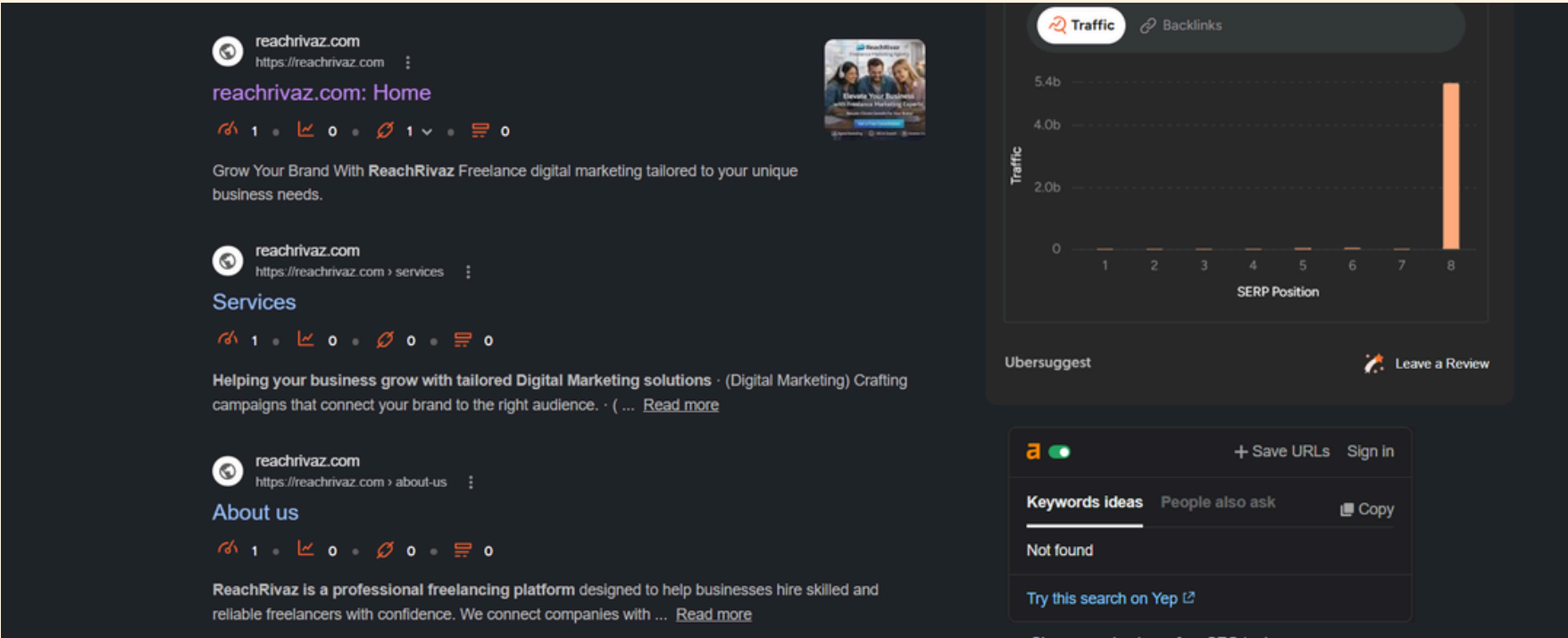
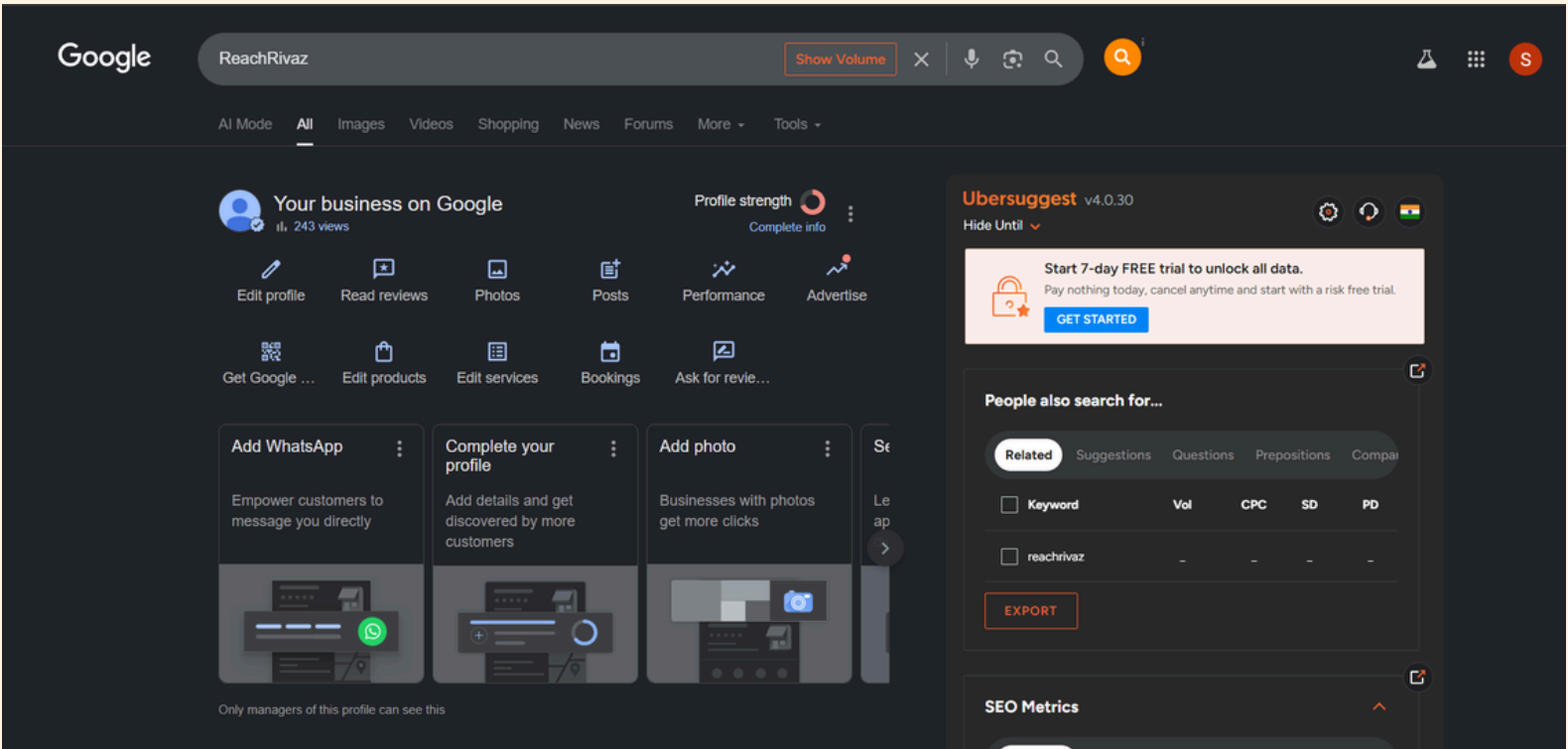
Broaden your search: No suggestions found

Exclude adult ideasAdd filter51 keyword ideas availableColumnsKeyword view

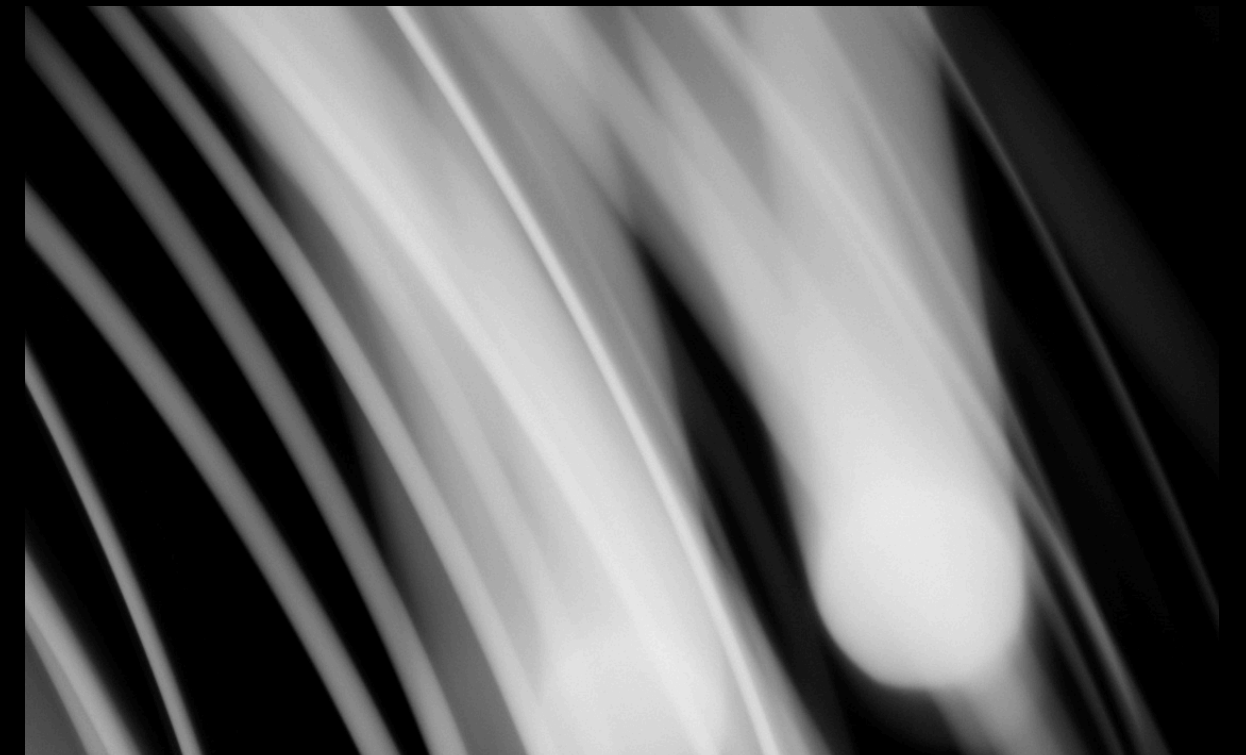
☐ Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
☐ freelance dig...	1k - 10k	0%	0%	Low	—	₹25.16
☐ digital marke...	100k - 1m	0%	0%	Low	—	₹19.84
☐ digital brandi...	100 - 1k	0%	0%	Low	—	₹32.91
☐ marketing di...	100k - 1m	0%	0%	Low	—	₹19.84
☐ freelance dig...	100 - 1k	0%	0%	Low	—	—
☐ freelance dig...	100 - 1k	0%	0%	Low	—	₹18.41



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You!
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