

Spiritual SEO Expert Portfolio



Name: **Devansh Gupta**

Experience -

- **SEO Mastery (8+ years):** Expert in technical and on-page SEO, turning websites into revenue-generating machines.
- **Content Strategy (7+ years):** Crafting high-converting, SEO-optimized content that has outranked Forbes, Entrepreneur, Medium, Quora and many more high authority sites!
- **Ad Campaigns: 4+ years** mastering Meta and Google Ads with total ad spend of \$150,000+ till date
- **Entrepreneurship:** Co-founded an IT services startup and ran

an AI-powered digital agency since 3 years, driving innovative ad strategies.

- **Mentor & Consultant:** Helped more than 20 people start their career in digital marketing and trained over 50+ In-house teams to get the best ROI for their brands

These experiences have sharpened my technical and adaptive skills, enabling me to craft unique strategies that outperform the competition. Explore my case studies below to see how I can help your brand achieve unmatched success.

The more I learn, the more I understand “*success*” is about finding that *state of play* like a child again. You’ll never outperform someone who’s doing it for *fun*.

My Soul’s purpose and Life Path

After 8 enlightening years in the digital marketing realm, I’ve awakened to the universe’s higher purpose for my journey. My mission is to empower healers, spiritual visionaries, and sustainable businesses to expand their reach, creating profound transformations in the lives of countless individuals.

As a healer myself, I’ve realized that my path isn’t just about personal impact but about amplifying the light of others. By helping healers and changemakers connect with those who seek their guidance, we can collectively raise the vibration of humanity. Let’s unite to create a world rooted in love, harmony, and limitless possibilities—a world where every soul feels seen, supported, and inspired.

Everything is divine and beautiful. It makes me cry tears of joy everyday.

Spiritual life is truly amazing and if we could help more people tune into their higher self that would be the greatest gift to humanity.

SEO excellence powered by market adaptability

As a polymath, I bring unparalleled adaptability and a unique ability to quickly learn and tailor strategies to your brand's needs. Just like Alan Turing in *The Imitation Game* cracked German-coded messages without knowing the language, my exceptional pattern recognition skills enable me to decode and master marketing challenges.

With these skills, I can help you outrank even the toughest competitors—including giants like Amazon. Explore my case studies below to see how I've consistently delivered exceptional results.

Case studies:

 (Click on the toggle to know more)

▼ UK Based Luxury Designer Eyewear Brand 🕶️

My favorite project—this represents my finest work with the fastest results to date!

Challenge:

The competition was fierce, dominated by high-authority legacy brands and Amazon.

Services Delivered:

SEO, Content marketing, Meta ads, Google Ads - Search and Shopping

Results:

- **200% growth** in organic traffic within just two months
- Secured **#1 rankings** for highly competitive keywords, outranking Amazon and prominent national brands

- Boosted monthly revenue by **300% in six months** through optimized UX and omnichannel marketing

Key Strategies:

- Advanced Technical SEO Optimization
- Streamlined Content Flow
- High-Authority Backlink Acquisition

▼ **UK Based Premium Textile and Homeware Brand** 🏠

My biggest project—this website was ranking in the Top 3 keywords for more than a 1000 keywords and in Top 10 for more than 10000 keywords consistently for more than a year

Challenge:

The brand faced stagnant growth due to limited opportunities and unstable rankings within the top 10.

Services Delivered:

SEO, Content marketing

Results:

- Achieved **Top 3 rankings** for over 1,000 competitive keywords.
- Secured **Top 10 rankings** for 10,000+ keywords for more than a year.
- Generated exceptional organic traffic and revenue, so much so that the company had to **pause performance marketing campaigns** to manage demand.

Key Strategies:

- **Comprehensive Website Micro-Optimization:**
 - Left no stone unturned in optimizing every aspect of the website for search engines.

- **Content Optimization and Silos:**

- Restructured content for better link flow and created content silos to strengthen authority and rankings.

- **Innovative Content Strategy:**

- Designed a content plan that helped new articles rank within the **Top 10 in just days**, driving faster results and more visibility.

By combining meticulous attention to technical details with innovative content strategies, I delivered sustainable growth and long-term ranking stability for the client.

▼ **India's Truffle Oil Pioneer Brand** 

This project stands out as a testament to the power of targeted digital strategies in the most niche of markets, yielding astonishing growth in record time!

Challenge:

- **Uncharted Niche Market:** Dominated by a complete lack of awareness and fewer than 10 monthly Google searches for "authentic truffle oil in India".
- **Converting Exclusivity to Sales:** Monetizing the brand's unique selling proposition in a market where luxury food enthusiasts were largely untapped.
- **Educating the Ultra-Niche Audience:** Informing and enticing a potentially lucrative, yet oblivious, audience about the luxury of genuine truffle oil.

Services Delivered:

- **Precision SEO for Ultra-Niche Keywords**
- **Luxury Food Storytelling & Content Marketing**
- **Targeted Google Ads - Search & Display for High-End Audiences**

Results:

- **20,000% Surge** in monthly website visits within just 6 months, catapulting from **<10 to 2,000+ visits**
- **#1 Google Rankings** for "Truffle Oil India" and related ultra-niche luxury food keywords, outpacing non-existent competition
- **1400% Monthly Revenue Boost** in six months, soaring from **<₹1,000 to ₹10-15,000** through strategic online marketing and luxury positioning

Key Strategies:

- **Ultra-Niche Keyword Mining & Optimization:** Uncovering and dominating the uncharted territory of truffle oil-related searches in India.
- **Luxury Content & Storytelling Mastery:** Crafting compelling, high-end narratives and content experiences that resonated with India's affluent gourmet community.
- **Precision Targeting of High-Net-Worth Individuals (HNWIs):** Leveraging Google Ads to reach ultra-high-end audiences, fine dining establishments, and exclusive event planners.

▼ California Based High End Luxury Designer Furniture Brand 🪑

This project exemplifies the transformative power of bespoke digital strategies for ultra-high-end brands, redefining the online landscape for luxury furniture in California, and catapulting the brand to unprecedented heights.

Challenge:

The brand struggled to stand out in California's saturated luxury furniture market, facing stiff competition from established names and high-end e-commerce giants. Their unique offerings were lost among similar brands, and they lacked a clear, differentiated identity to attract their discerning target audience.

Services Delivered:

- **Holistic Digital Transformation:**
 - **Luxury Branding & Positioning**

- **E-commerce Platform Optimization** (3 websites: Luxury, Living, Home)
- **Precision SEO & Content Marketing** for High-End Audiences
- **Omnichannel Marketing** (Influencer, Social Media, Email)
- **Advanced Analytics & Conversion Rate Optimization**

Results:

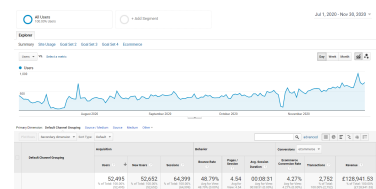
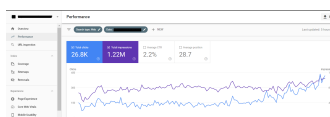
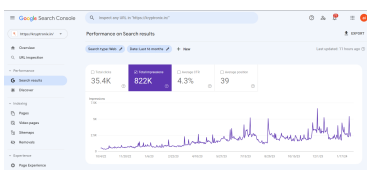
- **400% Increase in Monthly Revenue:** From **\$500,000 to \$2,000,000** within **24 months**, driven by strategic digital growth.
- **Organic Traffic Boost:** 300% increase in organic visits across all three websites.
- **Conversion Rate Optimization (CRO) Success:**
 - **25% Increase in Online Transactions**
 - **15% Enhancement in Average Order Value (AOV)**
- **Maintained Luxury Brand Integrity:** Zero compromise on high-end appeal and customer experience throughout rapid growth.

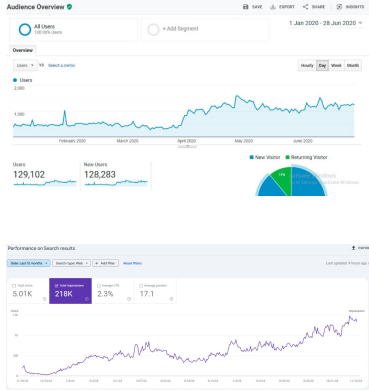
Key Strategies:

- **Unified Brand Voice & Visual Identity:** Crafting a consistent, ultra-luxury narrative across all touchpoints.
- **Beverly Hills Targeted Marketing:**
 - Geo-Targeted Influencer Campaigns
 - High-End Event Marketing & Partnerships

▼ Growth Screenshots 📌

Click on the screens to enlarge





Campaign	Amount spent
[Redacted]	\$2,431.81
[Redacted]	\$1,000.00
WTT_Jan_2022	\$2,821.74
WTT_Dec	\$2,542.37
WTT_Oct - Festive Campaign	\$2,542.35
WTT_Sept	\$88.00
Results from 19 campaigns	\$16,867.93

Campaign	jet	Amount spent	Ends
ad set bud...		\$1,460.82	OnG
ad set bud...	Daily	\$252.91	OnG
ad set bud...	Daily	\$1,589.06	OnG
ad set bud...	Daily	\$2,110.23	OnG
ad set bud...		\$6,938.45	OnG
ad set bud...		\$59.39	OnG
ad set bud...		\$100.00	25 Aug
Results from 40 campaigns		\$116,340.54	

1. Gourmet Foods E-Commerce Store

It is a Mumbai based company specializing in Truffle based products. The target audience is very small as people of India does not have much idea about truffles which is an expensive gourmet food that is grown in Europe.

Daily budget – Rs. 200/day
Av. Daily orders – 10
Av. Order value – Rs. 800



2. Computer Tech Startup

This is a Delhi NCR based startup specializing in selling pre-built and custom build PCs, along with full fledged workstation for gamers, content creators and AI experts.

Time period – September 2023 to April 2024
Call generated – Avg. 180-210 calls per month
Cost per call – Rs. 40-70
Revenue generated from calls – Rs. 30 lakh/month
Daily budget – Rs. 1000/day

▼ **My recommendations** 🤖

Tushar Gang
Co-Founder at The Social Adventurers
December 2, 2020, Tushar managed Devarsh directly

Take my words - If you are working with Mr. Devarsh your organization is in very good hands. The best thing about him is that he works like the organization is his own and that the good and bad with the business will directly affect him. He won't turn off the system until he's completely satisfied with the work and he won't sleep until he has delivered his 101% that's for sure. [See less](#)

Mohammad Altaf
Chief Executive Officer at Digitally
June 2, 2021, Mohammad worked with Devarsh as a client of Devarsh's

Devarsh has been an absolute delight to work with. He's as skilled as he is experienced. What I really liked about him is the little things he knows about Technical SEO & Google's SERPs. The devil is in the details and Devarsh is a genius in terms of looking for the small details which gives you the edge over your competitors. I highly recommend working with him, no questions asked. [See less](#)

Tajj Abbas
Digital Marketing - Social Media Marketer- PPC Specialist
December 2, 2020, Tajj worked with Devarsh in different groups

I highly recommend Devarsh solely on the basis of his copywriting skills. He was able to come up with engaging titles, headlines and descriptions within a blink of an eye. With his copywriting skills, he was able to increase the social ad campaigns ROI by 1.5 times within a day.

Dhruv Khimani
Digital Marketer at SunTec India
December 2, 2020, Dhruv worked with Devarsh in the same group

Devarsh knows the ins and outs of marketing, I've worked with him for over a year and he never failed to deliver what has been asked and even more. He goes out of his way to optimize the every last detail and finds things that goes unnoticed by many. I cannot recommend him enough.

Nikhil Sardana
Software Developer / Data Science Enthusiast
December 2, 2020, Nikhil worked with Devarsh as a client of Devarsh's

Devarsh is a professional Digital Marketer that I had the pleasure to work with. He can develop and manage the marketing strategy, segment-based strategies, plans, budgets and execute multi-channel campaigns with clear and achievable targets.

Social Media Marketing for Stationery Company

5.0 ★★★★★

THE REVIEW
"The team consists of very talented and well behaved members who used to help us with all our needs"

THE REVIEWER
Managing Partner Pooja Jain Khosla

PROJECT SUMMARY
At advertisement provided social media and content marketing services for a stationery company. The requirement was platforms to increase traffic.

FEEDBACK SUMMARY
At advertisement campaign generated engagements of the client's social media platform and increased traffic significantly. During the engagement, the communication was seamless and healthy. The team had weekly meetings about the project issues.

THE REVIEWER
Managing Partner Pooja Jain Khosla

Digital Marketing for Magazine

5.0 ★★★★★

THE REVIEW
"This is the best ever digital marketing agency that I got to know through my great friend's recommendation"

THE REVIEWER
CEO LIFT Magazine

PROJECT SUMMARY
An impressive website maintain engagement on all their platforms. They partnered with AI advertisement to promote social media management and SEO services to help them reach their goals.

FEEDBACK SUMMARY
The campaign was very successful. The performance was very above target results. The campaign did all that we want to do at our internal operations.

SEO Services for Publishing Company

5.0 ★★★★★

THE REVIEW
"They are professionals and are always punctual"

THE REVIEWER
CEO Devna Publications

PROJECT SUMMARY
At advertisement provided SEO services for publishing company. The requirement was to increase traffic and improve search engine ranking.

FEEDBACK SUMMARY
The team was very professional and delivered all requirements promptly and efficiently. The team was very helpful in providing the required reports and insights.

These are just a few examples from the 500+ brands I've worked with and consulted for during my 8-year career. My experience spans a wide range: from small startups to large corporations, low-cost items to luxury goods, service-based businesses to SaaS companies. I'm adaptable and can work with any brand to fully implement my strategies.

I've worked with the following niches and many more I can't remember:

Ready to Eat Food Delivery	Pro Grade Camera Accessories	Hiking & Camping Accessories	Physiotherapy Equipment and Machines
Power Tools for Construction	Cannabis	Coffee Shops & Brands	Coaches
Luxury Furniture	Gourmet Foods	Curtains and Poles	Plant Grow Kits
Hemp Designer Clothes	Custom PC building	Super foods & Teas	Saloons
Artisanal Jewelry	Stationary	3D & Autodesk Seller	Makeup Products
Real Estate	Traditional Handmade Shoes	Sneaker Care	Travel Agencies
Organic Foods & Products	Animal Rescue NGOs	Meeting Scheduling and Planner SaaS	Crystal Shops
Luxury Homeware and Textile	CBD Products	Custom Business Solutions	Online Courses
Search Engine	Cyber Security	Interior Designers	Essential Oils

(Confidentiality Notice: As per industry norms, brand names from past multi-agency collaborations are not publicly disclosed due to confidentiality agreements.)

Get to know me a little:

When I'm not analyzing website traffic or creating ad campaigns, you'll likely find me pursuing one of my many interests. I'm a **self-development enthusiast**, constantly learning and growing. My hobbies include:

- **Video Games:** I love exploring new worlds and challenges—there's always something to learn from the strategic thinking behind gaming!
- ▼ **Amateur Barista:** Crafting the perfect cup of coffee is an art, and I'm always refining my skills.



- **Philosophy & Psychology:** Understanding human behavior and thought patterns helps me build better user experiences and content strategies.
- **Spirituality & Meditation:** I believe in a balanced approach to life, which helps me stay grounded and focused.
- **Gyming & Mental Health:** Physical health is as important as mental health, and I dedicate time to both.
- **Puzzles & Writing:** Whether it's solving complex problems or crafting compelling narratives, I'm always in pursuit of mastery.

These interests fuel my **creativity, problem-solving skills**, and my commitment to **continuous self-improvement**—qualities that I bring to every project I work on.

How can I help you:

- Conduct a comprehensive SEO audit of your website
- Develop a customized SEO strategy aligned with your business goals
- Implement on-page and technical SEO optimizations
- Create high-quality, SEO-optimized content that ranks
- Build high-quality backlinks to improve your brand authority
- Provide regular performance reports and insights

- Offer ongoing SEO consultation and support
- Run Performance marketing campaigns aligned to your business goals and in synergy with SEO strategies giving you even better ROI

Why choose me over an agency or in-house team?

- **Personalized Attention:** As a freelancer, I provide dedicated, one-on-one service tailored to your specific needs.
- **Cost-Effective:** My services offer agency-level expertise without the overhead costs, making it more affordable for businesses of all sizes.
- **Flexibility:** I can adapt quickly to your changing needs and priorities, unlike larger agencies with rigid structures.
- **Direct Communication:** Work directly with the SEO expert handling your project, ensuring clear and efficient communication.
- **Diverse Experience:** My work across various industries brings a wealth of knowledge and innovative strategies to your project.
- **Results-Driven Approach:** My success is directly tied to your success, ensuring a committed focus on achieving your SEO goals.

I'm ready to boost your sales, are you in?

Let's discuss how I can help your business grow through effective SEO strategies. Contact me today for a free consultation.

I've lead SEO projects working with agencies which charges upwards of \$10k/month retainers and I can provide that level of service to you. **Why?** Because I want more creative freedom and less burnout from working 6 days a week. I'm happy to have 2-3 clients that I can manage easily.

Email: dg.devanshq@gmail.com

WhatsApp - [Click here to chat](#)

LinkedIn: [linkedin.com/in/dgdevansh/](https://www.linkedin.com/in/dgdevansh/)

Instagram: <https://www.instagram.com/devansh.gupta777/>