

Dhandeepsinh Rahevar

Ecommerce SEO Specialist | Shopify & WooCommerce | Company-Owned Store Experience | NZ Market

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Profile Summary

Results-driven Ecommerce SEO Specialist with 7+ years of experience working on company-owned ecommerce stores targeting the New Zealand market. Responsible for end-to-end SEO execution including technical optimisation, site structure improvements, and product catalogue management. Expert in Shopify and WooCommerce platforms with hands-on experience in bulk product updates and store migration without SEO loss.

Key Achievements

- Managed and optimised company-owned ecommerce stores (NZ market)
- Improved organic rankings, indexing, and crawl efficiency
- Built scalable collection structure and internal linking
- Handled WooCommerce ↔ Shopify migrations without ranking loss
- Managed large product catalogues and bulk updates

Core Expertise

- Ecommerce SEO (Owned Store Growth)
- Technical SEO (Crawl, Indexing, Site Architecture)
- Shopify & WooCommerce Optimisation
- Product & Collection SEO
- Bulk Product Upload & Catalogue Management
- Store Migration (WooCommerce ↔ Shopify)
- Internal Linking & UX Optimisation
- GA4, GSC, GTM, GMC Integration

Tools & Platforms

- GA4, Google Search Console, Google Tag Manager, GMC
- Ahrefs, SEMrush, MOZ
- Shopify, WooCommerce, WordPress
- Looker Studio, Mailchimp, Canva

Professional Experience

SEO Team Leader – BMCoder / Digishine (2023–Present)

- Led SEO strategy for company-owned ecommerce stores targeting NZ market • Improved rankings, crawlability, and site structure • Managed product catalogue optimisation and bulk updates • Worked on Shopify & WooCommerce optimisation • Fixed indexing, crawl errors, and duplicate content issues

Sr. SEO Analyst – BCG Attorney Search (2017–2023)

- Managed SEO for large-scale US job portals • Technical SEO: crawl optimisation, indexing, schema • Off-page SEO and competitor backlink strategies

SEO Analyst – BCG Attorney Search (2015–2017)

- Keyword research, content optimisation, reporting • Meta tags and link building

Process Associate – Juriscape Legal Research

- Web research and data analysis

Education

Bachelor of Commerce – Gujarat University (2011–2015)

Portfolio

Website: <https://mystoreseo.com/> Portfolio: <https://mystoreseo.com/my-ecommerce-seo-portfolio/>
Showcases real SEO implementation and optimisation work on company-owned ecommerce stores.