MD Raqib Alam

SEO & ORGANIC GROWTH SPECIALIST • AI VIDEO ADS

Email: hello@icanrank.website
Phone / WhatsApp: +91 78650 38971
Location: Kolkata, India • **Instagram:** @icanrank

Results-driven **SEO & Organic Growth Specialist** based in Kolkata, helping D2C and marketplace brands scale organically through technical SEO, buyer-intent content, link building, and cinematic AI product video ads. Proven track record across **8 Shark Tank India alumni brands** (Seasons 1–5), driving multi-channel growth across Google Search, YouTube, and Pinterest with zero paid ads.

10.3M+	5.1M+	8 Brands	+15 Pts
IMPRESSIONS DRIVEN	YOUTUBE ORGANIC VIEWS	SHARK TANK INDIA ALUMNI	DOMAIN AUTHORITY GAINS

KEY ORGANIC GROWTH CASE STUDIES

12-Month Multi-Channel Performance Highlights

Nidhi's Grandmaa Secret (grandmaasecret.com)

Shark Tank S4 • Ayurvedic Hair Care — Aug 2024 – Mar 2026

- **Google Search Console Growth:** Scaled organic search to **39.2K clicks** and **1.57M impressions** in 12 months (2.5% CTR), progressing from 565 clicks (7d) and 1.75K (28d) to 5.71K (3m).
- **Off-Page SEO & Authority:** Built **1,939 backlinks** (only 69 NoFollow) across **246 referring domains** from scratch, lifting Domain Authority to 17.
- **YouTube & Pinterest Scaling:** Grew brand YouTube from zero to **5.1M views** in 12 months; drove **430K Pinterest impressions**, 38K engagements, and 293K total audience.

Diabexy (diabexy.com)

Shark Tank S2 • Diabetic Nutrition D2C — Jan 2025 – May 2026

- **Domain Rating Acceleration (Ahrefs):** Increased Domain Rating from **DR 18 (Oct 2025) → DR 19 (Dec 2025) → DR 25 (Mar 2026)** through high-authority link building and technical SEO.
- **Zero-Ad Pinterest Growth:** Built organic Pinterest presence from scratch to **227.93K impressions**, 1.2K engagements, 2.39K total audience, and **388 outbound store clicks**.

First Bud Organics (firstbudorganics.com)

Shark Tank S3 • Organic Baby & Wellness — Apr 2026 – Jul 2026

- **SEMrush Keyword Expansion:** Nearly doubled ranking keywords from **40 to 78 (+38 net-new keywords)** in 3 months (**34,540 monthly search vol.**), sharpening avg. position from **9.8 to 7.7**.
- **Search Traffic & Content Execution:** Boosted 28-day GSC impressions by **+28% (18.2K → 23.3K)** and clicks by **+17.6% (517 → 608)**; published **14 SEO blogs**, built **1,200 backlinks**, and ranked 48 buyer-intent terms (e.g., *chai masala powder* & *masala tea powder* at ~4,400 searches/mo), driving 728 monthly store visits.

PINTEREST ORGANIC MARKETING PERFORMANCE

Zero Paid Promotion Across D2C Brand Accounts

BRAND ACCOUNT	CATEGORY / SEGMENT	IMPRESSIONS	ENGAGEMENTS	TOTAL AUDIENCE	ENGAGED / OUTBOUND
Go Paperless	E-Books D2C	**5.44M**	304K	3.12M	230K Engaged Audience
Grandmaa Secret	Shark Tank S4 (Hair Care)	**430K**	38K	293K	30K Engaged Audience
Diabexy	Shark Tank S2 (Nutrition)	**227.93K**	1.2K	2.39K	388 Outbound Store Clicks

ADDITIONAL SHARK TANK INDIA BRANDS (S1–S5)

- **JhaJi Store (S1):** Mithila pickles & authentic food — organic SEO & content strategy.
- **Chefling (S1):** Premium food brand — organic strategy, ranking content & search growth.
- **Odd Giraffe (S3):** Creative D2C — SEO strategy, organic content & search/social visibility.
- **Kalakaram (S3):** Kids art & craft — keyword content & Pinterest marketing.
- **F2 Fintech (S5):** Fintech startup — financial services SEO & trust-building content.

CORE EXPERTISE & SEO STACK

- **Technical & On-Page SEO:** Site architecture, buyer-intent mapping & rank optimization.
- **Off-Page & Digital PR:** High-DR link building, referring domains & authority scaling.
- **Content & Video SEO:** Commercial SEO blogs, YouTube growth & Pinterest marketing.
- **Creative Production:** Cinematic AI video & scroll-stopping product ads for D2C.
- **Analytics & Tools:** GSC, Ahrefs, SEMrush, Ubersuggest & Pinterest Analytics.