● AVAILABLE FOR NEW PROJECTS · 2026

I help brands *rank,* and stay ranked.

Three case studies from twelve months of organic marketing — keywords, traffic, authority, video. Less talk. The dashboards do the talking.

01 competishun.com

02 diabexy.com

03 grandmaasecret.com

HIRE ME ↗ VIEW WORK ↓

CASE 01 / 03 competishun.com

ED-TECH · JEE / NEET

Competishun — keywords climb across six months.

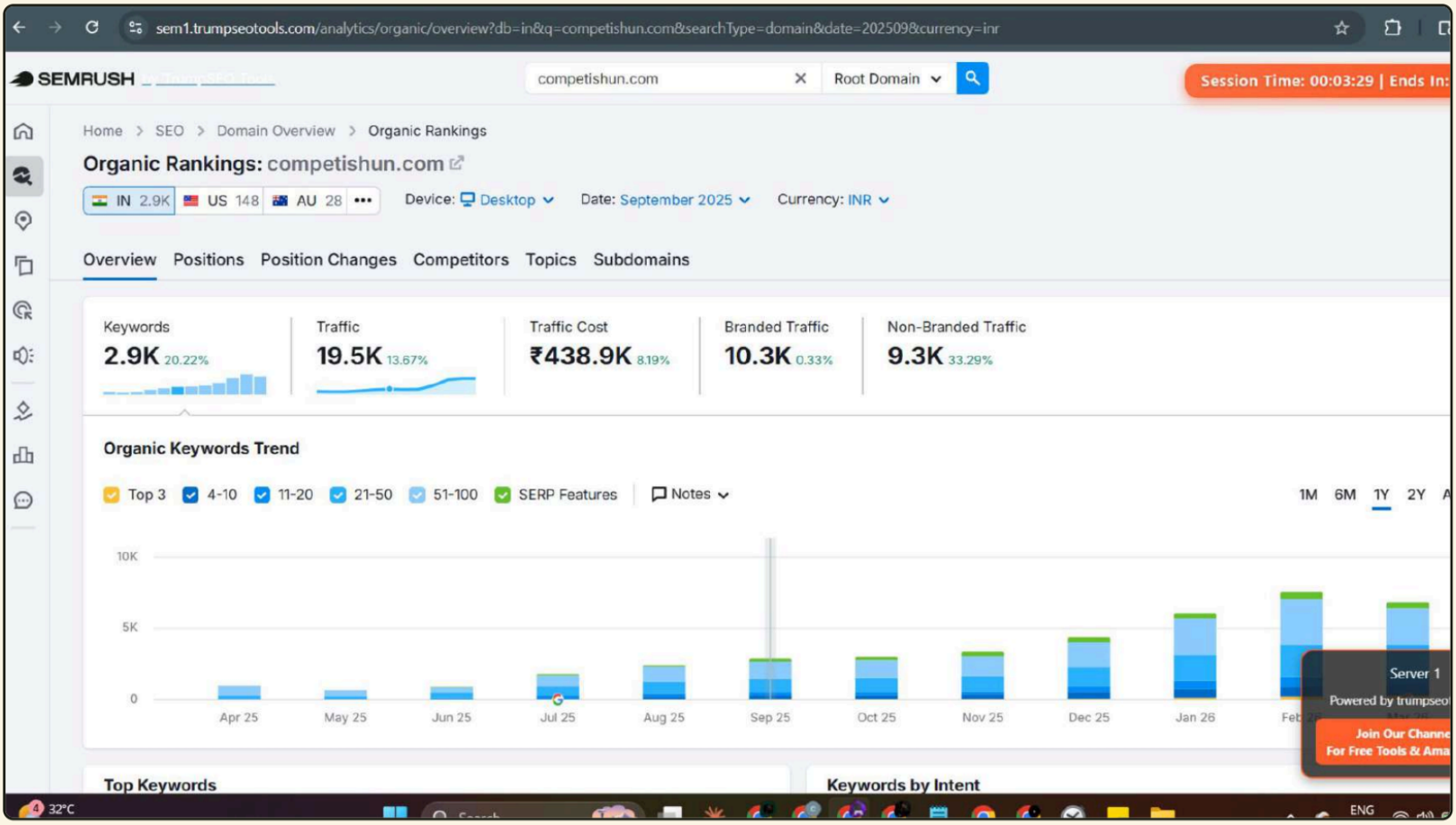
Tracking organic keywords month-by-month, then comparing GSC traffic across the same windows half a year apart.

01.1 / ORGANIC KEYWORDS · SEMRUSH

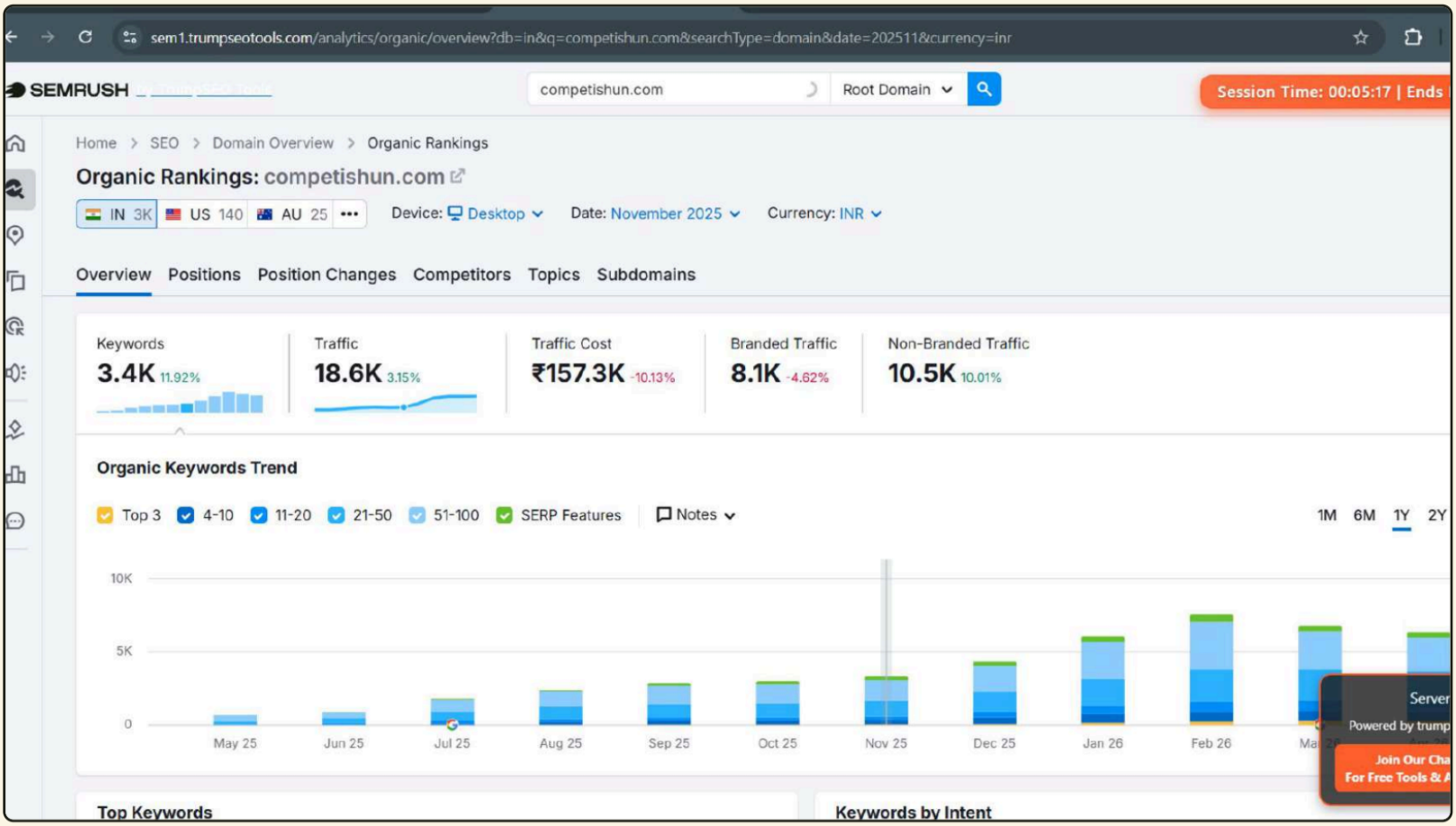
Six months, *side by side*

SEP 2025

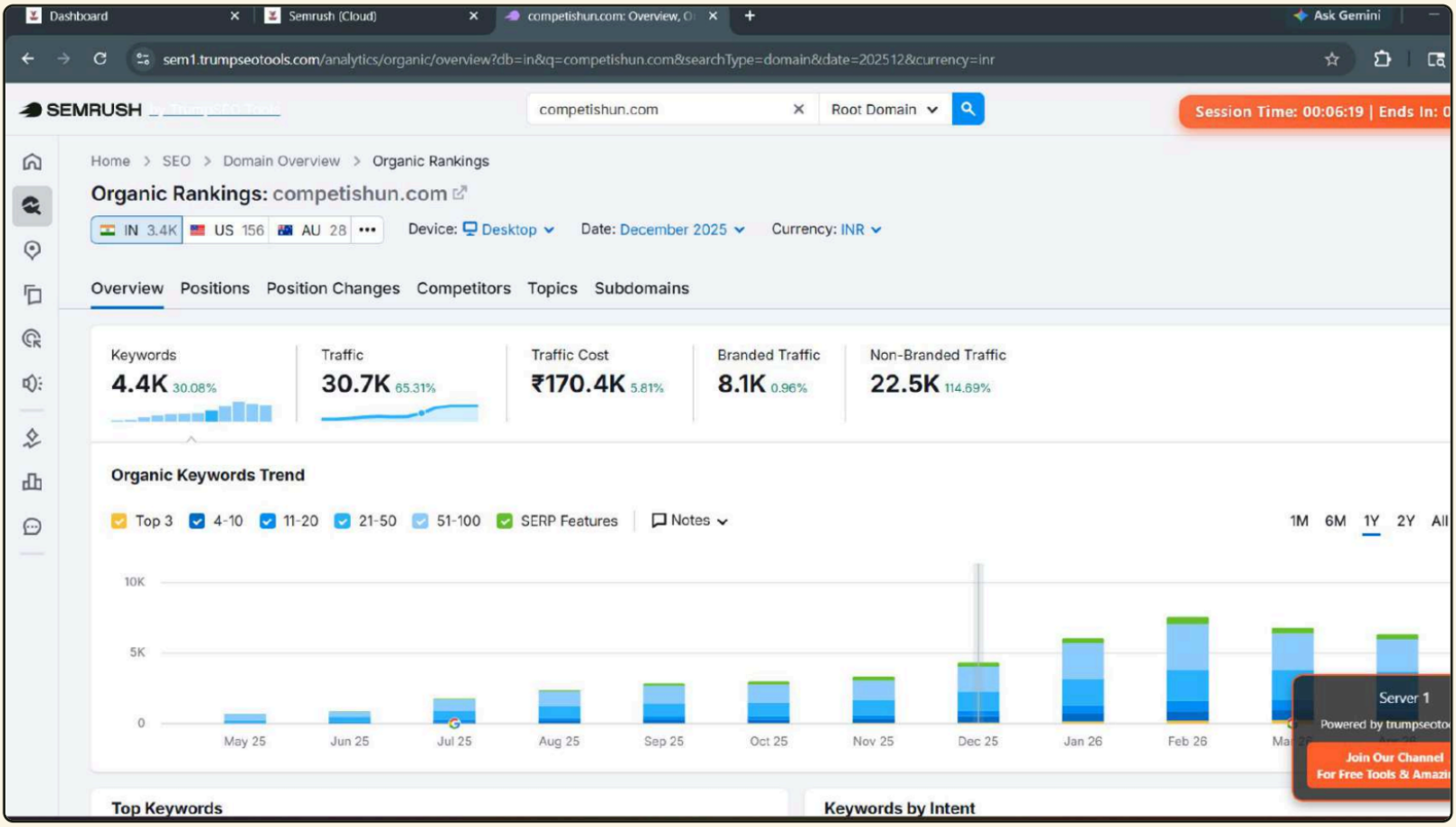
Where we started — *2.9K keywords*



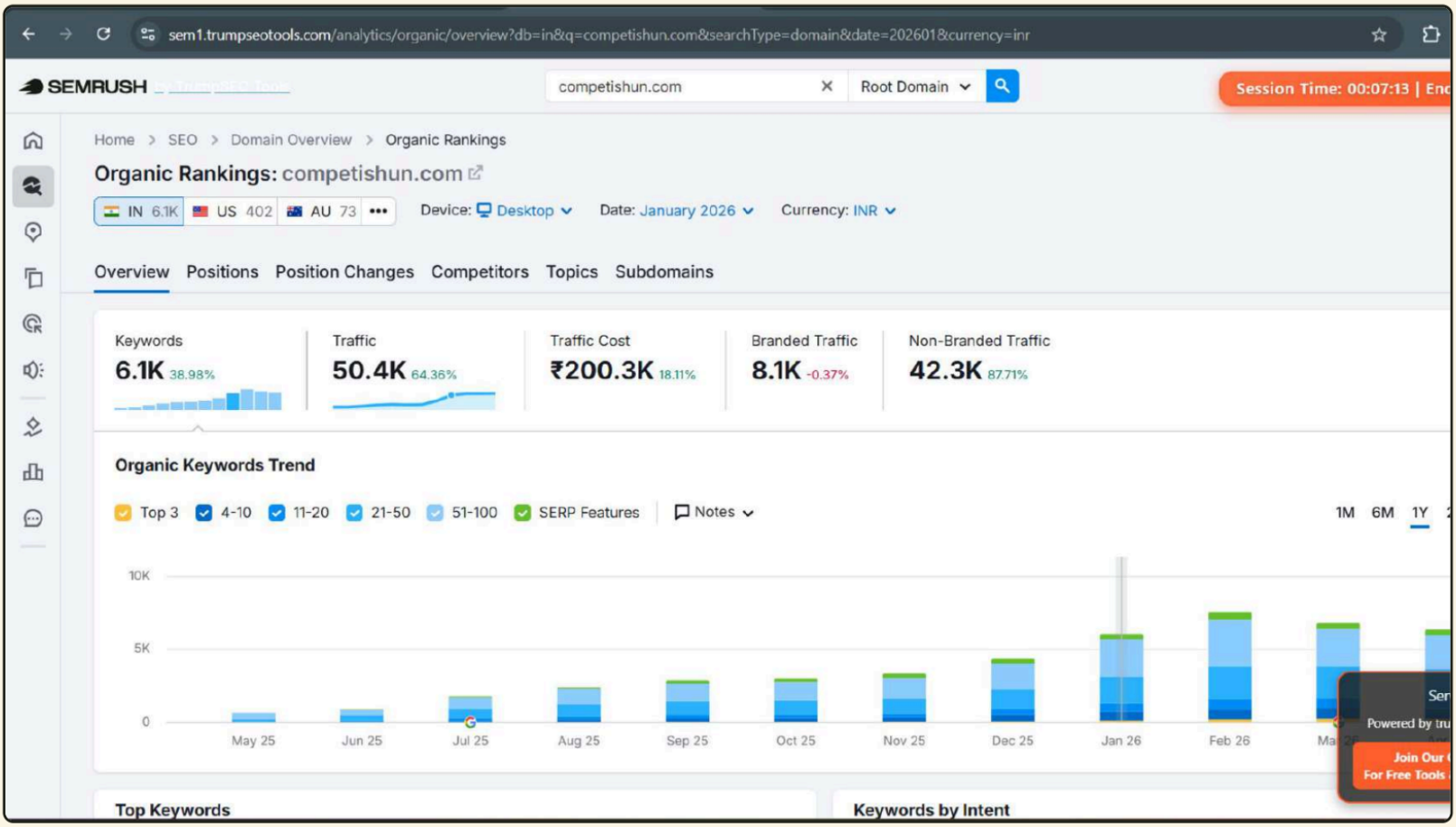
NOV 2025 Two months in — *3.4K keywords*



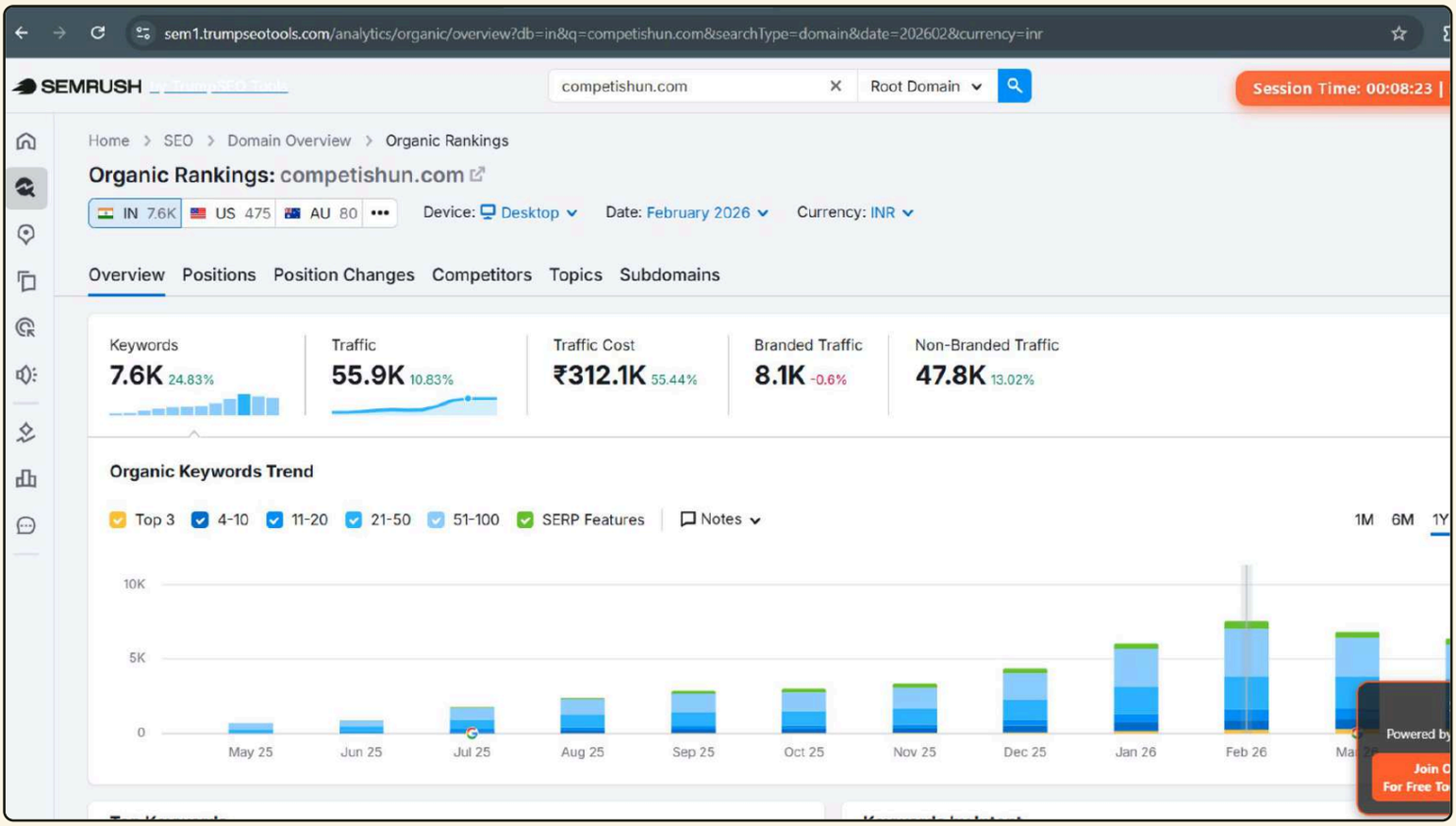
DEC 2025 Compounding — *4.4K keywords*



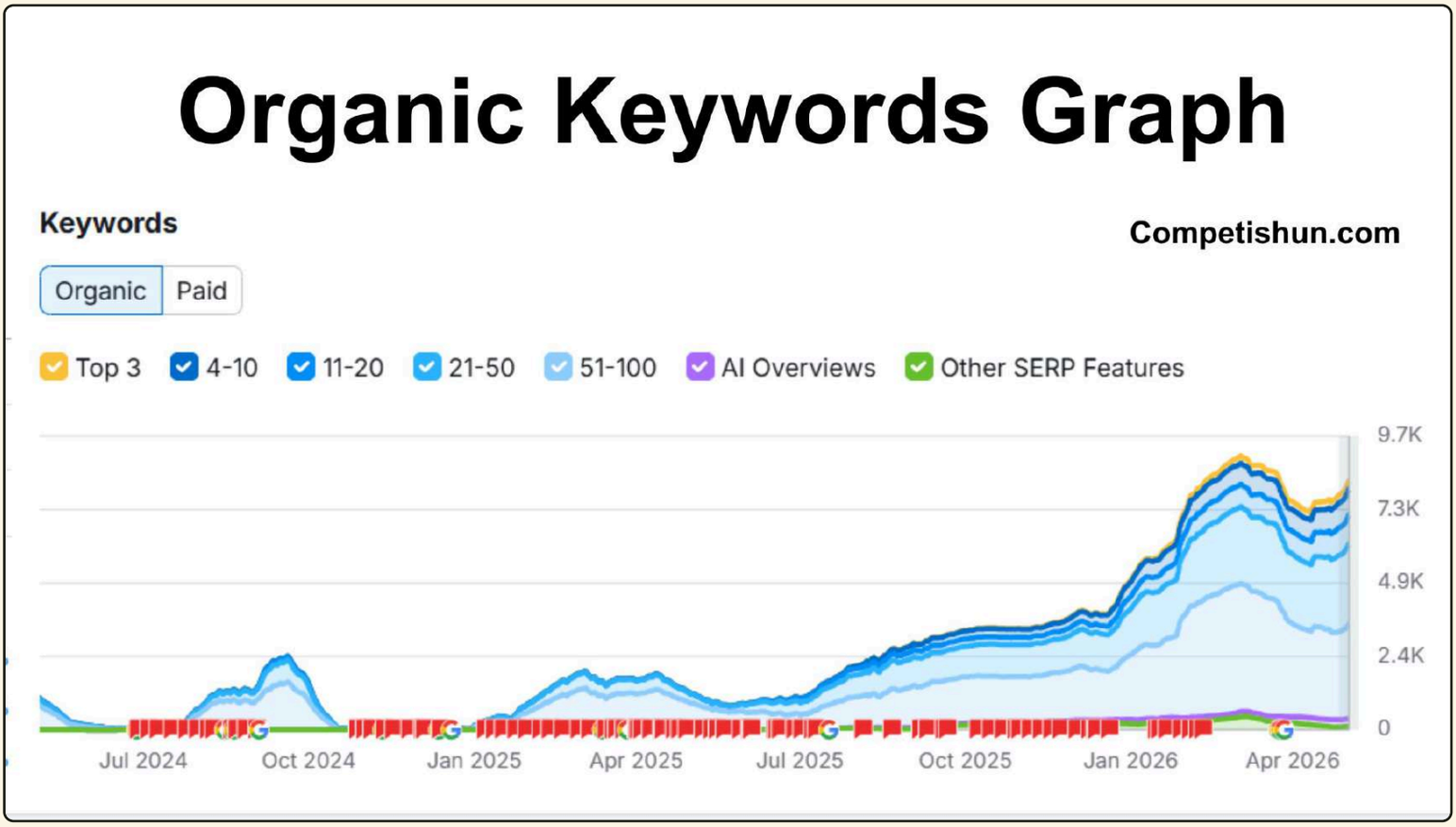
JAN 2026 New year, new ceiling — *6.1K keywords*



FEB 2026 Holding the gains — *7.6K keywords*



SEP 2024 – APR 2026 **Organic keyword trend** — *full growth curve*

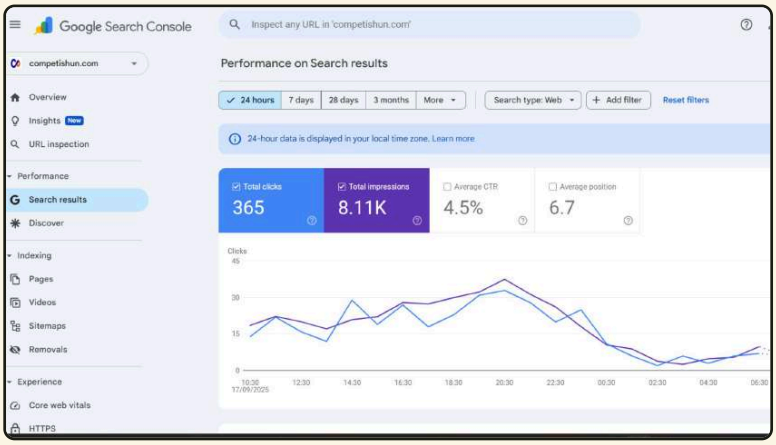


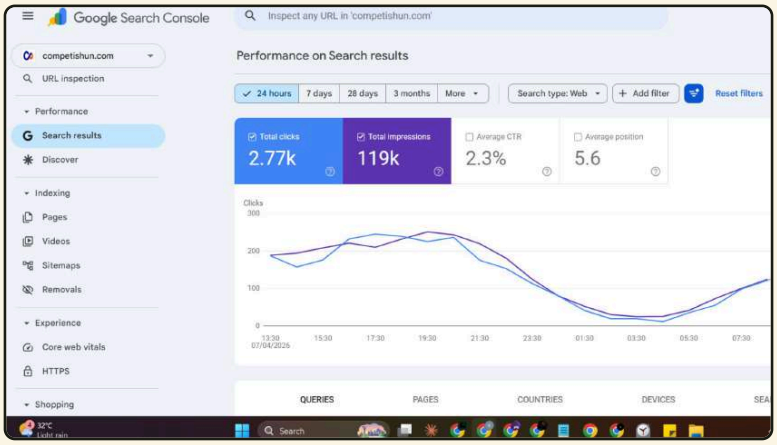
01.2 / GOOGLE SEARCH CONSOLE

Sept vs March — *same windows*

Same time window, six months apart. The dashboards tell the whole story.

SEPT 2025 · LAST 24 HOURS	vs.	MARCH 2026 · LAST 24 HOURS
Daily clicks & impressions baseline		Same window, six months later





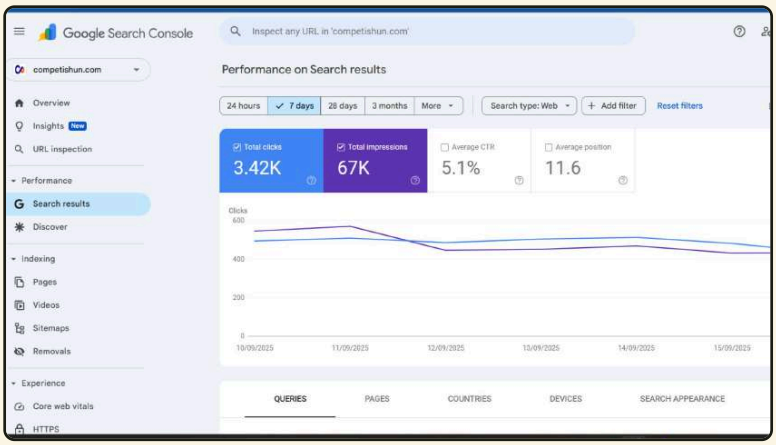
SEPT 2025 · LAST 7 DAYS

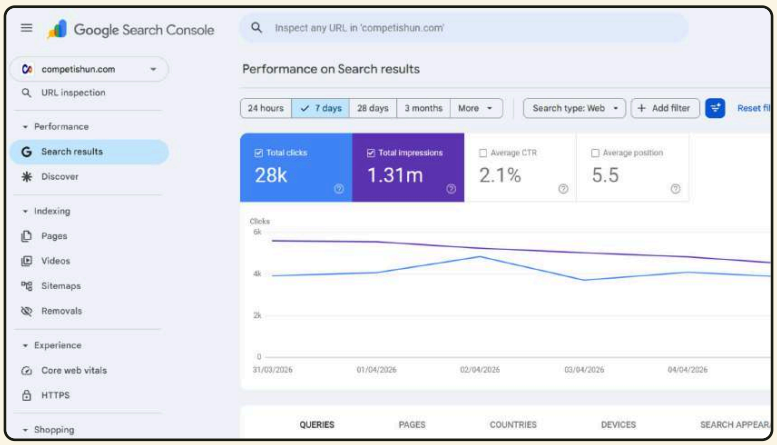
Weekly traffic baseline

vs.

MARCH 2026 · LAST 7 DAYS

A week now does what a month did then





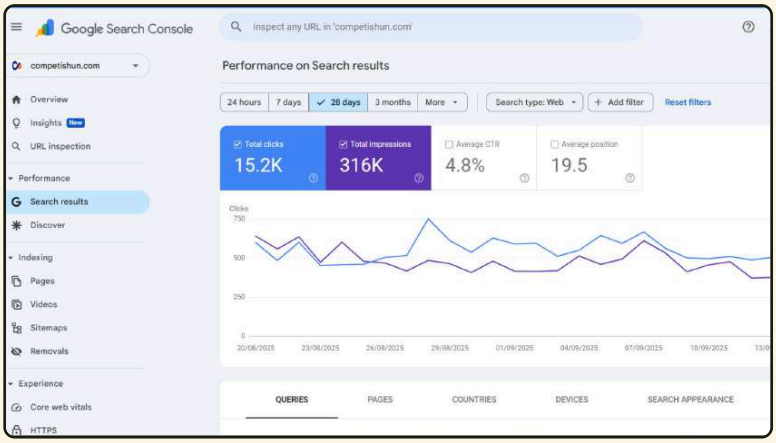
SEPT 2025 · LAST 28 DAYS

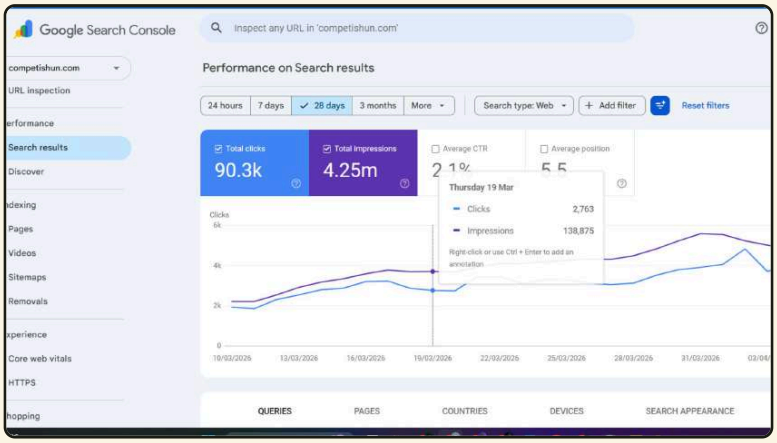
Monthly clicks & impressions

vs.

MARCH 2026 · LAST 28 DAYS

Roughly 6× the September month





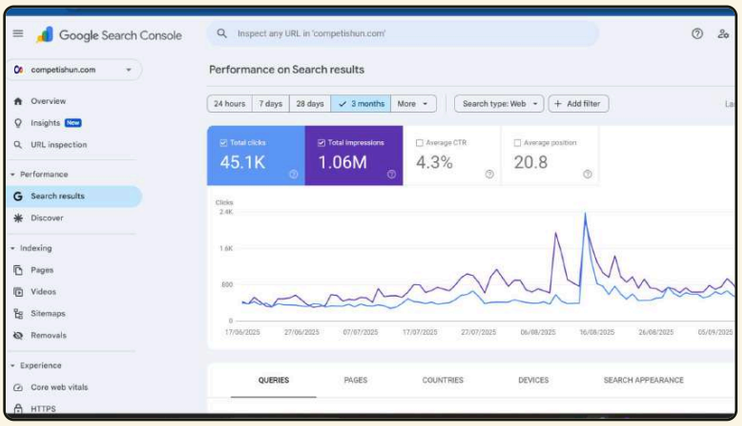
JUL + AUG + SEP 2025

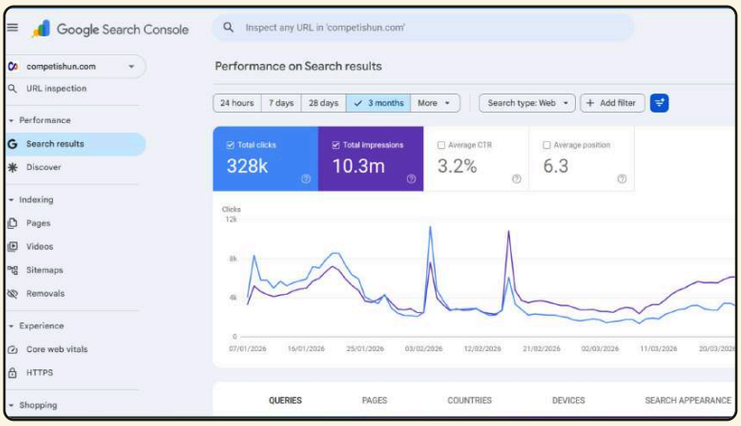
Previous three-month traffic block

vs.

JAN + FEB + MAR 2026

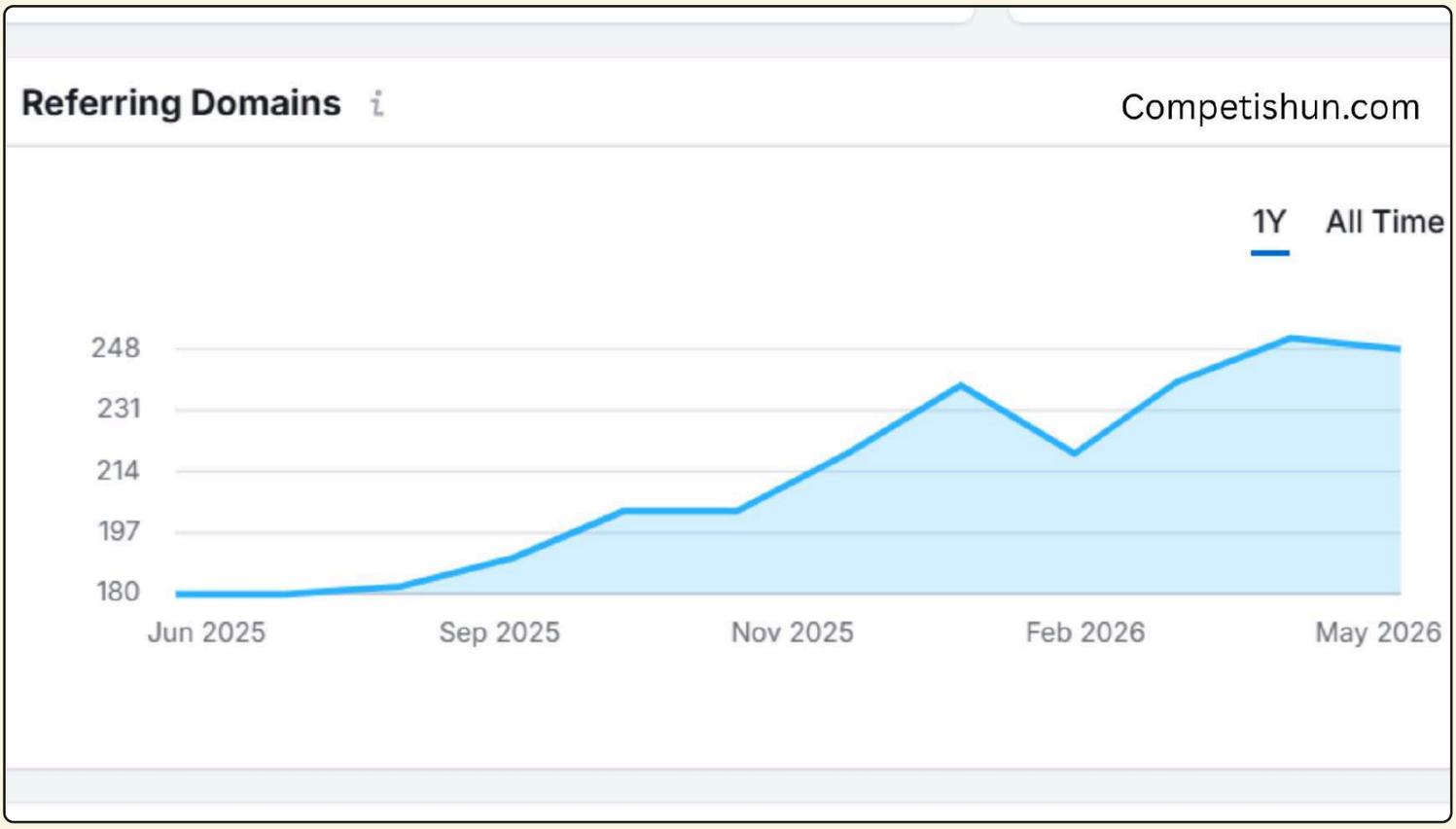
7× the previous quarter



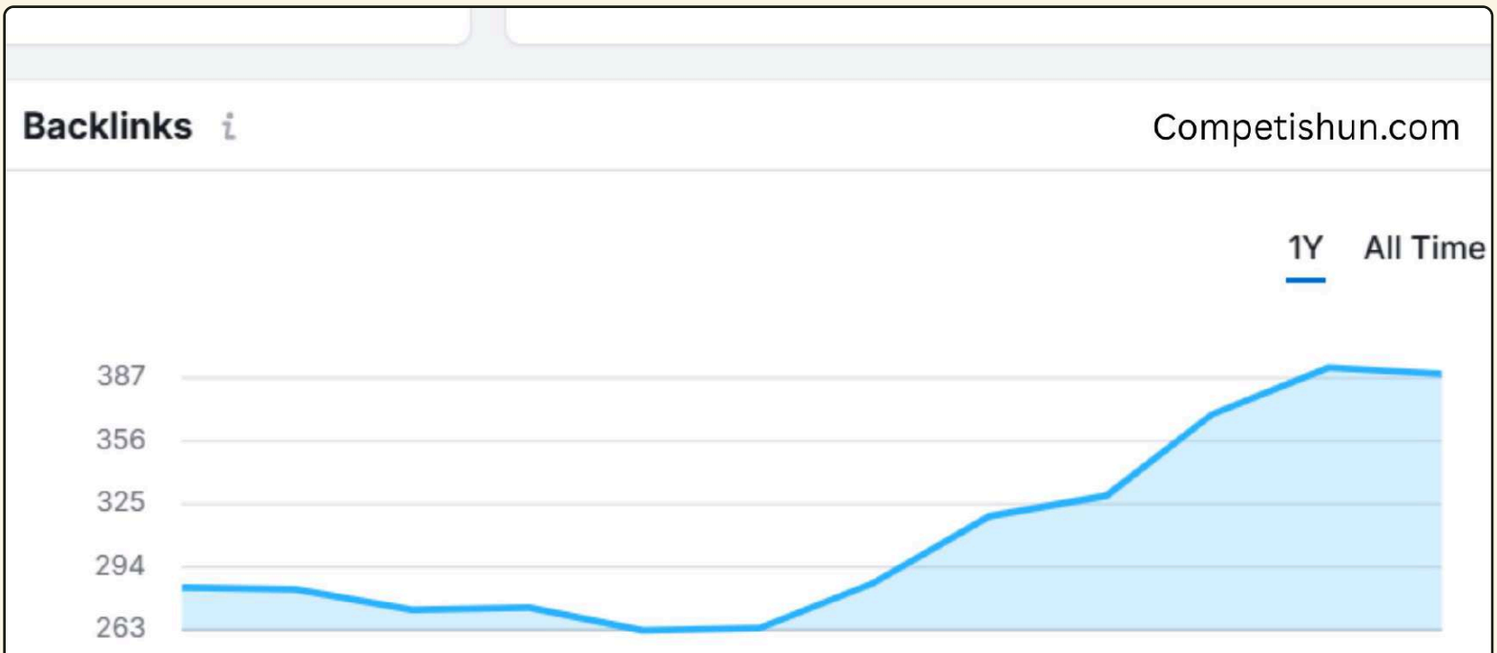


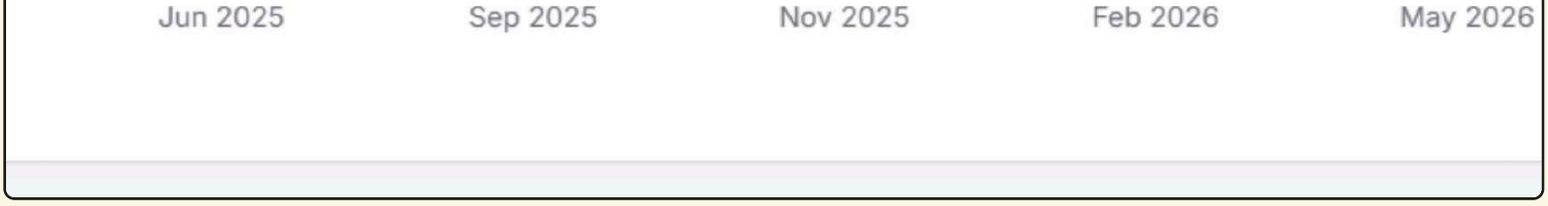
01.3 / OFF-PAGE SEO Referring domains — *steady climb*

Rankings and backlink growth driven by our off-page SEO techniques — 180 to 248 referring domains in 12 months.



01.4 / BACKLINKS Backlink growth — *steady climb*





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CASE 02 / 03 diabexy.com

DIABETIC NUTRITION · D2C · SHARK TANK S2

Diabexy — *domain authority* & Pinterest growth.

Domain Rating climbed 18 → 19 → 25 across six months, while Pinterest grew to 227K impressions organically — all without paid ads.

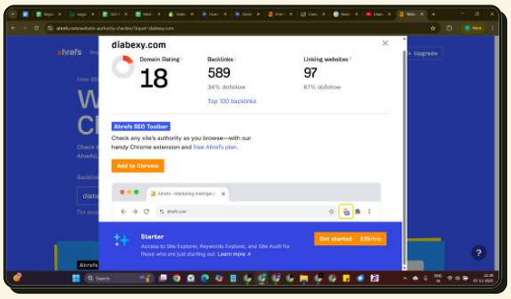
02.1 / DOMAIN AUTHORITY DR climbs *18 → 25*

Three Ahrefs snapshots — Oct 2025 to Mar 2026. Each step earned through content and link building.

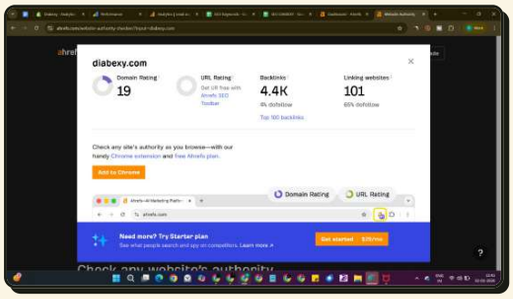
OCT 2025	DEC 2025	MAR 2026
18	19	25
Domain Rating · the starting line	First lift after content & link work	Authority + ranks across many new keywords

— AHREFS DR SNAPSHOTS · PROOF BELOW —

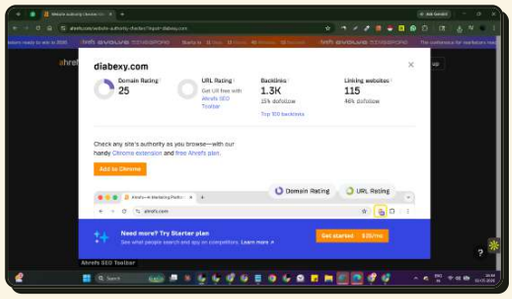
DR 18 · OCT 2025



DR 19 · DEC 2025

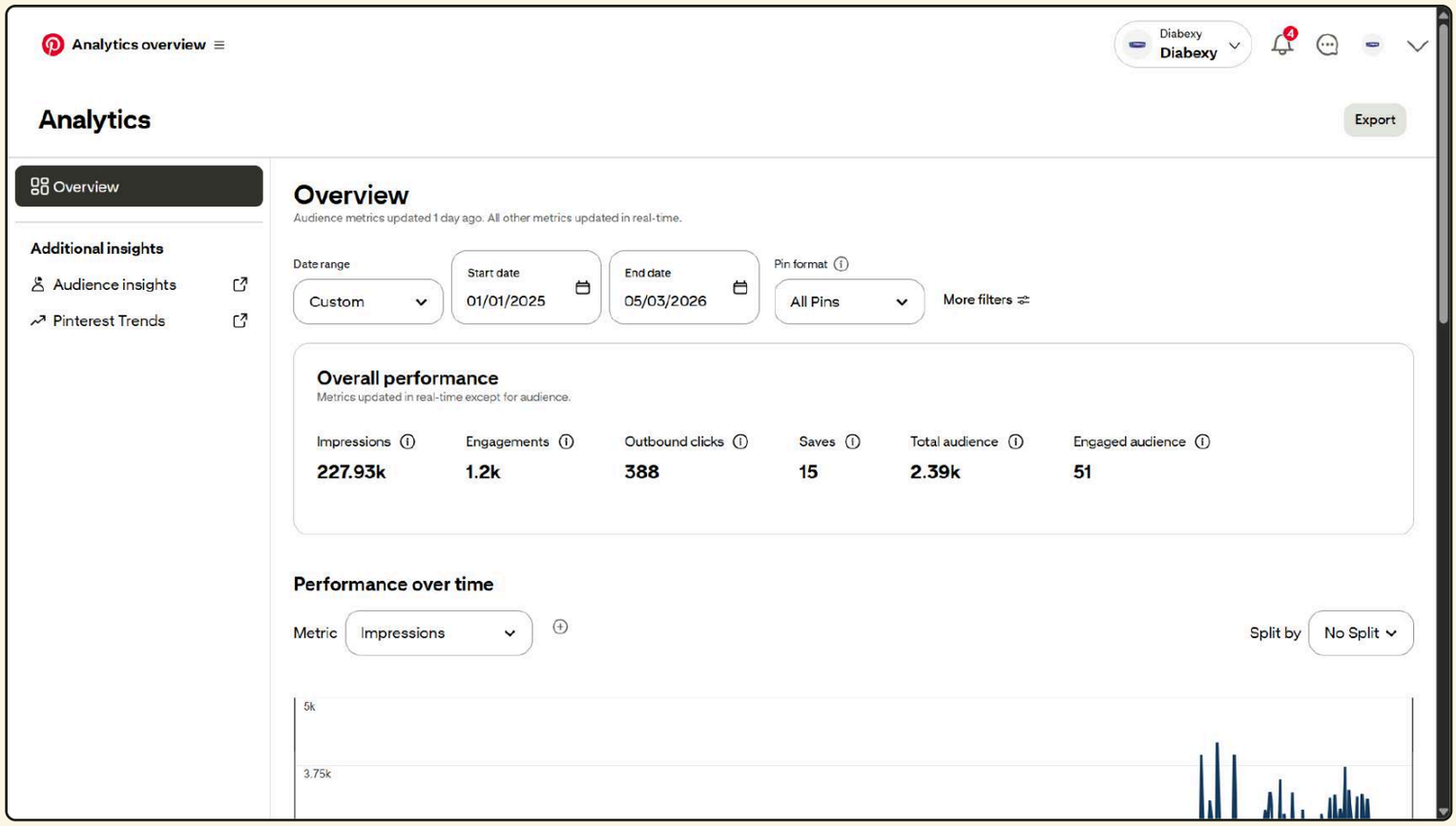


DR 25 · MAR 2026



02.2 / PINTEREST ANALYTICS Pinterest — *impression growth*

Organic Pinterest presence built from scratch — 227K impressions, zero paid promotion.



JAN 2025 – MAY 2026	JAN–MAY 2026	ALL TIME
227k	**1.2k**	**388**
Pinterest impressions · organic	Engagements on Pinterest content	Outbound clicks to store

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CASE 03 / 03 grandmaasecret.com

AYURVEDIC HAIR CARE · SHARK TANK S4

Nidhi's Grandmaa Secret — *compounding* across every channel.

Keywords, GSC traffic, backlinks, and YouTube — all moving in the same direction across twelve months.

03.1 / ORGANIC KEYWORDS Keyword improvement *curve*

— UBERSUGGEST RANK TRACKER · PROOF DROPS BELOW —

ADD KEYWORDS | EXPORT TO CSV | UPDATE SEO DIFFICULTY (0/200) | DELETE | 0 of 83 Selected | FILTER

POSITION	KEYWORD	CHANGE		VOL	SEO DIFFICULTY	URL
1	13 herbs hair oil English / India	1 → 1	See Trend	320	24 (3 Months ago)	https://grandmaasecret.com/...
1	nidhi grandma secret hair oil English / India	1 → 1	See Trend	1,000	24 (This week)	https://grandmaasecret.com/?...
3	shark tank hair oil English / India	8 → 3 ▲ +5	See Trend	720	29 (This week)	https://grandmaasecret.com/?...
4	herb oil for hair growth English / India	10 → 4 ▲ +6	See Trend	880	40 (1 Week ago)	https://grandmaasecret.com/...
4	secret hair care English / India	9 → 4 ▲ +5	See Trend	590	36 (2 Weeks ago)	https://grandmaasecret.com/?...
5	herbs oil for hair growth English / India	7 → 5 ▲ +2	See Trend	1,600	47 (Over 6 months)	https://grandmaasecret.com/...
6	secret oil English / India	8 → 6 ▲ +2	See Trend	880	38 (This week)	https://grandmaasecret.com/?...
6	kachchi neem comb English / India	100 → 6 ▲ +94	See Trend	390	17 (This week)	https://grandmaasecret.com/...
6	herbs for hair growth oil English / India	15 → 6 ▲ +9	See Trend	1,600	52 (Over 6 months)	https://grandmaasecret.com/...
6	secrets hair oil English / India	29 → 6 ▲ +23	See Trend	6,600	42 (Over 6 months)	https://grandmaasecret.com/?...

ADD KEYWORDS | EXPORT TO CSV | UPDATE SEO DIFFICULTY (0/200) | DELETE | 0 of 83 Selected | FILTER

POSITION	KEYWORD	CHANGE		VOL	SEO DIFFICULTY	URL
7	herbs and oils for hair growth English / India	15 → 7 ▲ +8	See Trend	880	41 (1 Week ago)	https://grandmaasecret.com/...
8	maa store English / India	100 → 8 ▲ +92	See Trend	1,900	8 (1 Month ago)	https://grandmaasecret.com/?...
8	secret hair oil English / India	13 → 8 ▲ +5	See Trend	6,600	36 (1 Month ago)	https://grandmaasecret.com/
8	herb hair oil English / India	41 → 8 ▲ +33	See Trend	9,900	32 (4 Months ago)	https://grandmaasecret.com/...
9	herb oils for hair growth English / India	100 → 9 ▲ +91	See Trend	1,000	32 (2 Months ago)	https://grandmaasecret.com/...
9	granny hair oil English / India	25 → 9 ▲ +16	See Trend	3,600	31 (Over 6 months)	https://grandmaasecret.com/?...
9	herbal hair products English / India	84 → 9 ▲ +75	See Trend	170	44 (Over 6 months)	https://grandmaasecret.com/?...
10	the secret hair oil English / India	12 → 10 ▲ +2	See Trend	260	35 (1 Week ago)	https://grandmaasecret.com/?...
12	herbal oil hair English / India	100 → 12 ▲ +88	See Trend	14,800	37 (Over 6 months)	https://grandmaasecret.com/...

DD KEYWORDS | EXPORT TO CSV | UPDATE SEO DIFFICULTY (0/200) | DELETE | 0 of 82 Selected | FILTER

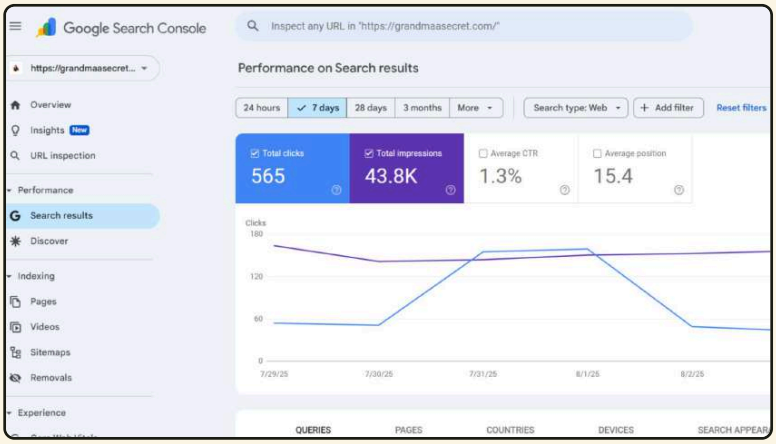
POSITION	KEYWORD	CHANGE		VOL	SEO DIFFICULTY	URL
15	natural hair products English / India	100 → 15 ▲ +85	See Trend	590	47 (2 Months ago)	https://grandmaasecret.com/?...
16	herbal hair oil for hair growth English / India	37 → 16 ▲ +21	See Trend	1,300	43 (4 Months ago)	https://grandmaasecret.com/
17	oil hair fall control English / India	100 → 17 ▲ +83	See Trend	18,100	32 (2 Months ago)	https://grandmaasecret.com/?...
18	hair oiling comb English / India	100 → 18 ▲ +82	See Trend	720	54 (Over 6 months)	https://grandmaasecret.com/?...
18	herbal hair growth oil English / India	25 → 18 ▲ +7	See Trend	880	41 (1 Week ago)	https://grandmaasecret.com/?...
18	home made hair oil for hair growth English / India	100 → 18 ▲ +82	See Trend	1,300	41 (2 Months ago)	https://grandmaasecret.com/?...
18	herbal hair care English / India	100 → 18 ▲ +82	See Trend	260	26 (Over 6 months)	https://grandmaasecret.com/?...
19	hair oil for fall control English / India	23 → 19 ▲ +4	See Trend	18,100	31 (2 Months ago)	https://grandmaasecret.com/...
20	oil for hair loss control English / India	32 → 20 ▲ +12	See Trend	18,100	35 (4 Months ago)	https://grandmaasecret.com/...

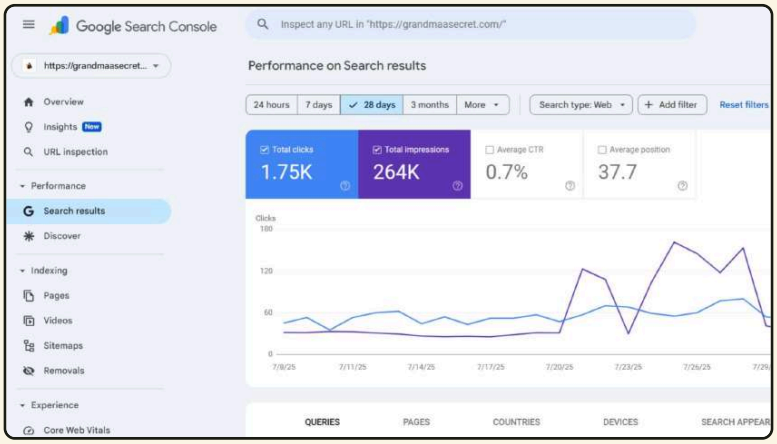
ADD KEYWORDS | EXPORT TO CSV | UPDATE SEO DIFFICULTY (0/200) | DELETE | 0 of 82 Selected | FILTERS

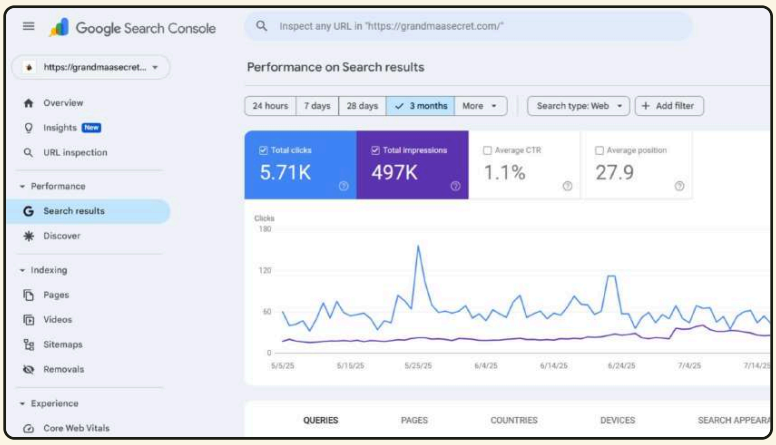
POSITION	KEYWORD	CHANGE		VOL	SEO DIFFICULTY	URL
20	hair fall control oil English / India	64 → 20 ▲ +44	See Trend	18,100	28 (Today)	https://grandmaasecret.com/?...
20	natural hair hair growth oil English / India	100 → 20 ▲ +80	See Trend	480	38 (2 Months ago)	https://grandmaasecret.com/?...
21	herbal hair oil prices English / India	100 → 21 ▲ +79	See Trend	320	41 (Over 6 months)	https://grandmaasecret.com/?...
21	oil and shampoo English / India	100 → 21 ▲ +79	See Trend	480	33 (Over 6 months)	https://grandmaasecret.com/...
22	organic hair oil for hair growth English / India	100 → 22 ▲ +78	See Trend	720	29 (Over 6 months)	https://grandmaasecret.com/?...
25	herbal hair fall shampoo English / India	100 → 25 ▲ +75	See Trend	1,000	32 (This week)	https://grandmaasecret.com/?...
26	hair oil natural hair English / India	100 → 26 ▲ +74	See Trend	590	48 (Today)	https://grandmaasecret.com/...
26	oil combo for hair growth English / India	49 → 26 ▲ +23	See Trend	390	29 (1 Week ago)	https://grandmaasecret.com/?...
26	curry leaf for hair fall English / India	87 → 26 ▲ +61	See Trend	1,000	56 (Over 6 months)	https://grandmaasecret.com/...

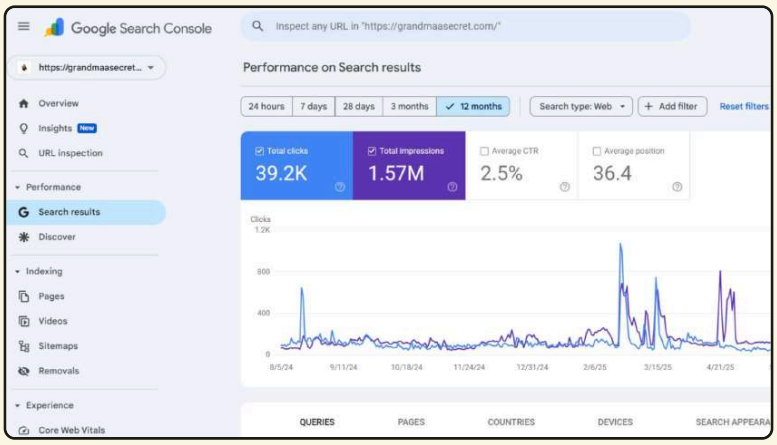
03.2 / GOOGLE SEARCH CONSOLE GSC traffic *increase*

Four windows. Four screenshots. Same line going up.

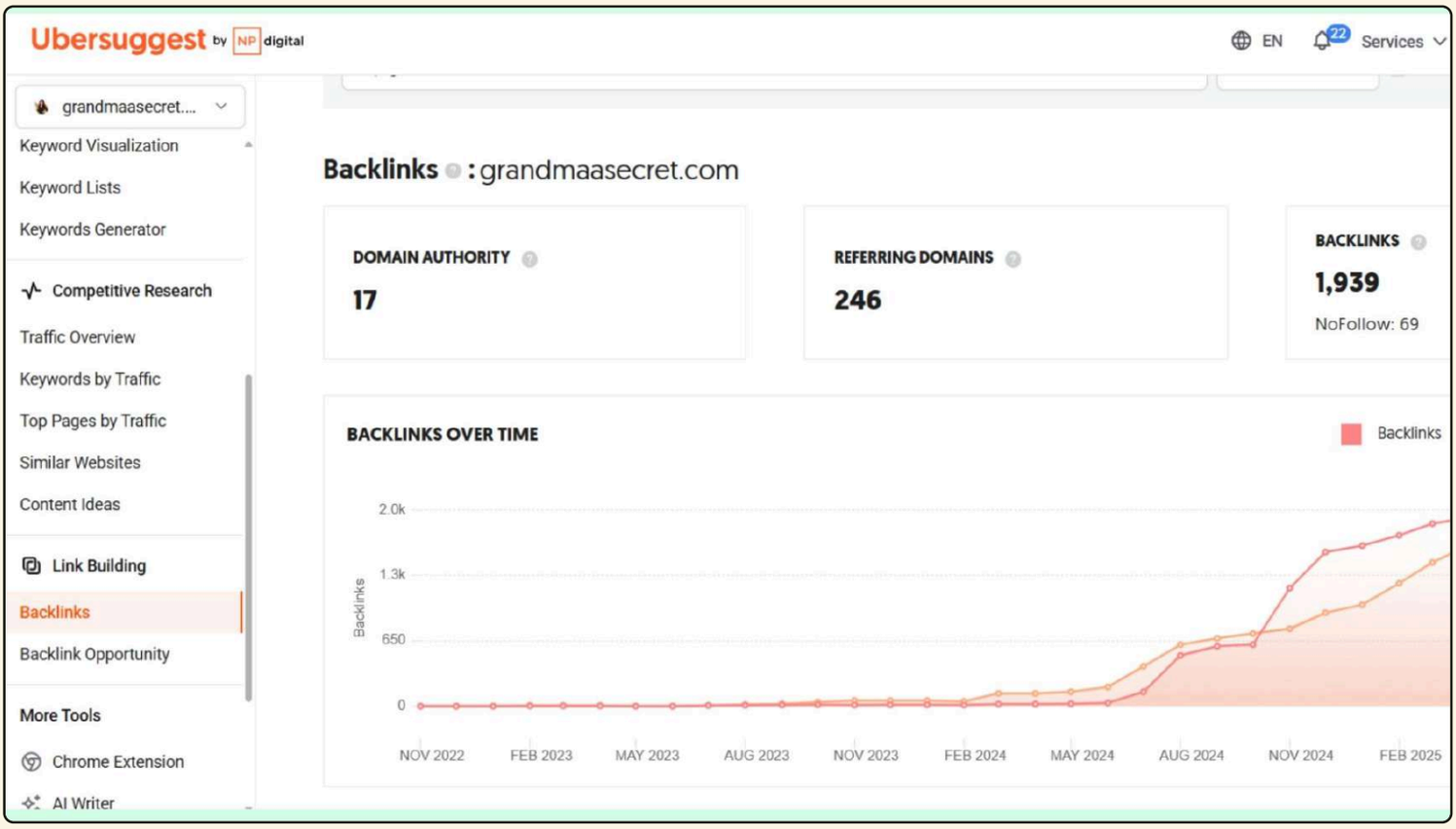








03.3 / OFF-PAGE Backlink growth — *12 months*

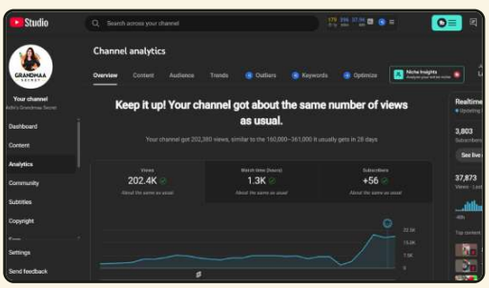


03.4 / YOUTUBE

Channel growth · *since Aug 2024*

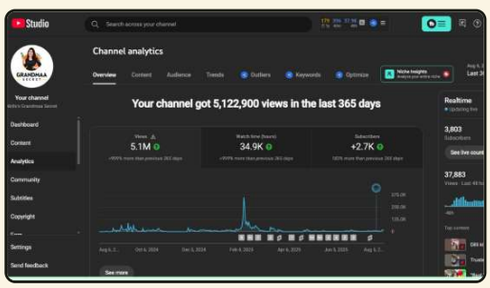
From zero to 5.1M views in twelve months — 3 rolling windows of proof.

28 DAYS **The recent push**



90 DAYS **Quarter view**

365 DAYS **The full year**



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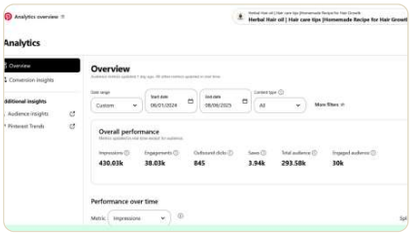
PINTEREST MARKETING RESULTS

Pinterest growth *that converts*

Across multiple brand accounts — from Grandmaa Secret to Go Paperless — consistent organic Pinterest growth with millions of impressions, hundreds of thousands of engaged audiences, and real outbound traffic.

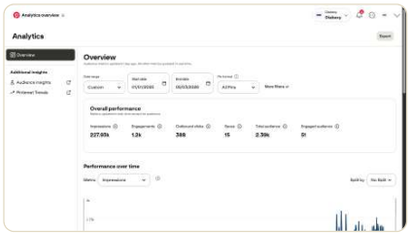
GO PAPERLESS	GRANDMAA SECRET	DIABEXY
5.44*m*	430*k*	227*k*
Pinterest Impressions	Pinterest Impressions	Pinterest Impressions

Grandmaa Secret — SHARK TANK S4



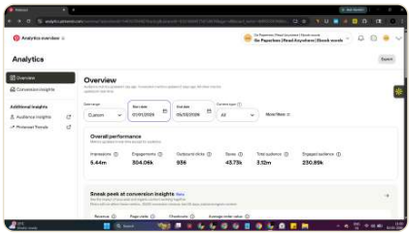
430k IMPRESSIONS	**38k** ENGAGEMENTS
293k TOTAL AUDIENCE	**30k** ENGAGED AUDIENCE

Diabexy — SHARK TANK S2



227k IMPRESSIONS	**1.2k** ENGAGEMENTS
2.39k TOTAL AUDIENCE	**388** OUTBOUND CLICKS

Go Paperless — E-BOOKS · D2C

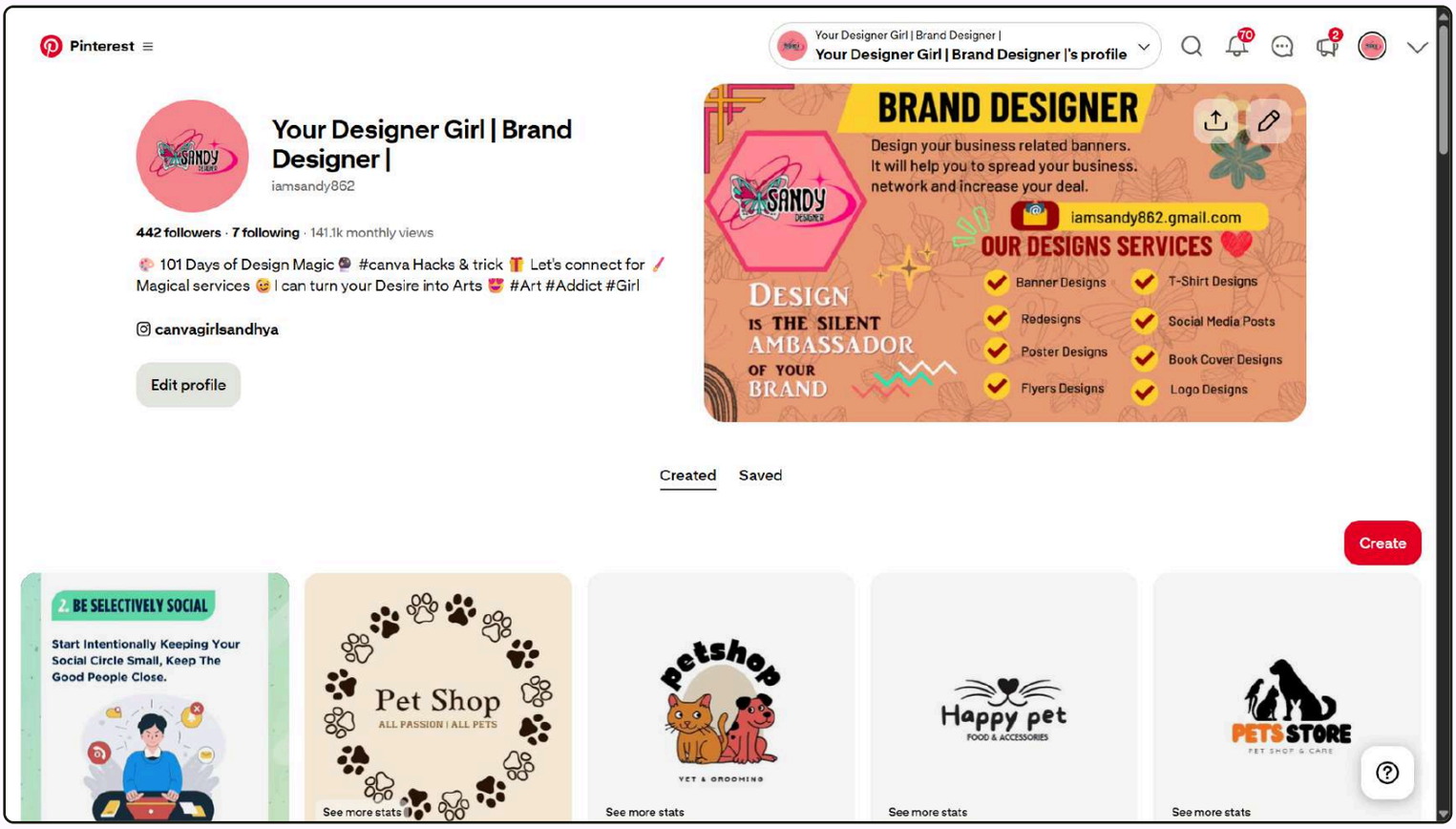


5.44m IMPRESSIONS	**304k** ENGAGEMENTS
3.12m TOTAL AUDIENCE	**230k** ENGAGED AUDIENCE

PINTEREST / PROFILE

Personal Pinterest *profile*

Managing multiple brand accounts as well as building a personal Pinterest presence.



YEARS OF EXP.
5+

WHO AM I

Rohit *Gupta*

ORGANIC MARKETING EXPERT

I'm **Rohit Gupta**, an organic marketing expert who grows website traffic without using paid ads. Over the past 5+ years, I've worked with **Shark Tank India brands**, D2C startups, and ed-tech companies to grow their organic presence from scratch to tens of thousands of daily visitors.

My work includes content, backlinks, and keyword research. I've built backlinks, written SEO content, and grown organic traffic up to 10x for some brands.

I've worked with **Grandmaa Secret (Shark Tank S4), Diabexy (S2), Competishun (S3), JhaJi Store (S1), Chefling (S1), First Bud Organics (S3), Odd Giraffe (S3), Kalakaram (S3)** and F2 Fintech (S5).

10.3m	9+	5.1m
IMPRESSIONS DRIVEN	BRANDS WORKED WITH	YOUTUBE VIEWS

WHATSAPP · INSTAGRAM · LINKEDIN · LETMERANK.IT

letmerankit@gmail.com · +91 62965 54383

— § —

BRANDS I'VE WORKED WITH

Shark Tank India *alumni* & beyond.

From Shark Tank Season 1 to Season 5 — I've worked with these brands to grow their organic presence, drive traffic, and build authority that lasts.

Grandmaa Secret

SHARK TANK SEASON 4

Ayurvedic hair care brand. Built to 5.1M YouTube views, 1.57M GSC impressions in 12 months, 1,939 backlinks from scratch.

Competishun

SHARK TANK SEASON 3

Ed-tech platform for JEE/NEET aspirants. Grew from ~365 daily clicks to 2.77K+ in 6 months. 4.25M impressions in 28 days.

Diabexy

SHARK TANK SEASON 2

Diabetic nutrition brand. Pinterest organic growth to 227K impressions. Domain authority growth and keyword ranking improvement.

JhaJi Store

SHARK TANK SEASON 1

Mithila pickles and authentic food brand. Taste of Bihar and Mithila — organic SEO and content strategy.

Chefling

SHARK TANK SEASON 1

Premium food brand. Organic marketing strategy, content that ranks, and audience growth through search.

Odd Giraffe

SHARK TANK SEASON 3

Creative D2C brand. Organic content, SEO strategy, and brand visibility through search and social.

Kalakaram

SHARK TANK SEASON 3

Art and craft brand for children. Growing organic reach through keyword content and Pinterest marketing.

First Bud Organics

SHARK TANK SEASON 3

Organic baby & kids care brand. Building authority through content marketing and natural search growth.

F2 Fintech

SHARK TANK SEASON 5

Fintech startup. SEO and organic strategy for the financial services niche — building trust through content.

RECOMMENDATIONS & REVIEWS

What *founders* & leaders say.

Real recommendations from Shark Tank India founders and senior leaders — straight from LinkedIn and email.

GRANDMAA SECRET · SHARK TANK S4

Experience/Recommendation for Rohit Gupta Inbox

Rajat Dua 23/7/2025
to me

To Whomsover It May Concern

This is to certify that Rohit Gupta has completed a contractual job for NRD CONSUMERS PVT LTD for brand "Nidhi's Grandmaa Secret" during 14th May 2024 to 31st March 2025.

During this time period he worked on Organic Ranking projects and shopify store updates for us.

He is a hardworking individual and performed all the tasks to the best of his abilities.

Total remuneration during this time period that was paid to him was around Rs 3.5 lacs INR.

For any further details please write to me on rajat@grandmaasecret.com

Thanks and Regards!

Kind Regards,

Rajat Dua
Co-Founder & CEO
NIDHI'S GRANDMAA SECRET
www.grandmaasecret.com

Rajat Dua

CO-FOUNDER & CEO · NIDHI'S GRANDMAA SECRET

KALAKARAM · SHARK TANK S3

Chaitanya Malhotra · 1st
Co-Founder Kalakaram India Pvt.Ltd.
December 1, 2025, Chaitanya was Rohit Gupta's mentor

Rohit has been very hands-on and proactive with SEO optimisation for our website. Highly skilled at his job and extremely hardworking.

Chaitanya Malhotra

CO-FOUNDER · KALAKARAM INDIA PVT. LTD.

COMPETISHUN · SHARK TANK S3

Raja Yadav · 1st
Senior Manager, Head- Operations & HR | Branding & PR Expert | Ed-Tech Growth Strategist | Competishun | Ex. Resonance
February 28, 2026, Raja was Rohit Gupta's mentor

We have been working with Rohit for our website SEO and overall optimization, and the experience has been very positive. His approach is structured, data-driven, and focused on real results. From technical SEO to content improvements, the execution has been timely and professional.
Highly recommended for anyone looking to improve their website performance and search visibility.

Raja Yadav

SENIOR MANAGER, HEAD OPERATIONS & HR · COMPETISHUN

Hire me for the *next one.*

I can Rank Your Website where it belongs!

REACH

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+91 62965 54383
letmerank.it ↗
WhatsApp ↗
@letmefreelance ↗
LinkedIn ↗

THINGS I DO

Website SEO
Link building
Content writing
Pinterest marketing
YouTube SEO
Store management

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