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B2B SaaS Growth Architect & Fractional Head of SEO

Fractional Organic Growth Leader and GEO strategist with 13+ years of experience building pipeline engines for \$10M-\$50M ARR B2B SaaS and technology companies. I help founders, VPs of Marketing, and Chief Growth Officers replace paid-ad dependency with sustainable, compounding organic revenue systems without the overhead of a bloated in-house team. My work sits at the intersection of technical SEO architecture, Generative Engine Optimization, high-intent content systems, RevOps attribution, and cross-functional execution. The outcome: lower CAC, stronger inbound pipeline, better LLM visibility, and a search presence that compounds long after campaigns stop.

Executive Outcomes

- **80%+ inbound pipeline contribution** from organic search for a \$35M+ ARR B2B SaaS platform.
- **320% international traffic surge** across North America, EMEA, and APAC through full-funnel organic growth architecture.
- **150% uplift in international MQLs** by scaling high-intent SaaS content and technical SEO systems.
- **40% increase in featured snippet and AI-overview placements** through Generative Engine Optimization and LLM Citation Frameworks.
- **25% CAC reduction** by shifting acquisition from paid-led demand capture to high-intent organic conversion assets.
- **99%+ organic traffic preservation** through complex M&A-related technical migrations.
- **200% MQL-to-SQL uplift** through Product-Led Growth SEO and technical documentation optimization.
- **30% lead quality improvement** and **15% shorter B2B sales cycle** through CRO-integrated organic strategy.

Signature Methodologies & Offers

- **The 90-Day Pipeline Sprinter:** A focused fractional engagement designed to turn SEO into a measurable pipeline channel in one quarter.

Month 1: technical architecture, crawl/indexation repair, schema, analytics baseline, and opportunity mapping.

Month 2: GEO implementation, bottom-of-funnel content deployment, competitive displacement, and AI-search readiness.

Month 3: RevOps attribution, executive reporting, conversion optimization, and growth operating cadence.

- **Autonomous Organic Growth Engine:** A scalable system for building compounding organic pipeline through high-intent topic clusters, SaaS comparison pages, product-led content, technical documentation, and conversion assets that reduce dependency on paid acquisition.

- **LLM Citation Framework for B2B:** A Generative Engine Optimization methodology that structures product, documentation, and thought-leadership assets so AI Overviews, answer engines, and LLMs are more likely to cite, summarize, and recommend the company over competitors.
- **The Zero-to-One SaaS SEO Sprint:** A foundational technical SEO and schema architecture sprint for early-stage or under-optimized SaaS companies. Designed to build the right search infrastructure before scaling content, hiring writers, or spending heavily on paid media, saving 6+ months of backtracking.

Consulting Engagements & Key Outcomes

Dotcom-Monitor & Dotcom-Tools | B2B SaaS Performance Monitoring Platform

Head of SEO | November 2024 – Present

Architected the global organic growth strategy for an enterprise B2B SaaS portfolio, modernizing legacy SEO infrastructure and repositioning the brand for AI-search visibility, programmatic scale, and high-intent pipeline capture.

- **GEO Dominance:** Deployed the **LLM Citation Framework for B2B** and proprietary AI-search workflows, driving a **40% increase in featured snippet and AI-overview placements**.
- **Technical Infrastructure:** Led a large-scale overhaul of programmatic pages, improving Core Web Vitals, crawl efficiency, and indexation quality with a **20% baseline performance uplift**.
- **CAC Reduction:** Shifted acquisition toward high-intent documentation and competitor-displacement assets, lowering regional Customer Acquisition Cost by **25%**.
- **AI-Search Readiness:** Re-architected SaaS documentation for Generative Engine Optimization, improving discoverability across Google AI Overviews, answer engines, and LLM-driven product research.
- **RevOps Visibility:** Integrated SEO performance with pipeline attribution and executive reporting, giving leadership a clearer view of organic contribution to revenue.

Frameworks Applied: LLM Citation Framework for B2B, The 90-Day Pipeline Sprinter, Autonomous Organic Growth Engine

Voxco Insights Platform | \$35M+ ARR Omnichannel Survey SaaS

Global SEO Lead | May 2022 – October 2024

Served as the primary organic growth architect for a global B2B SaaS platform, transitioning the company's acquisition engine from paid dependency toward organic search as the dominant inbound pipeline channel.

- **Organic Revenue Engine:** Built organic search into the primary acquisition channel, generating **80%+ of all inbound marketing pipeline**.
- **Traffic & Pipeline Surge:** Deployed the **Autonomous Organic Growth Engine**, delivering a **320% international traffic increase** across North America, EMEA, and APAC.
- **International Demand Creation:** Drove a **150% uplift in international MQLs** through technical SEO, localized growth strategy, and bottom-of-funnel SaaS content.
- **M&A Technical Migration:** Protected search equity during two major corporate acquisitions, retaining **99%+ of historical organic traffic and domain authority**.

- **Paid Dependency Reduction:** Scaled organic topic clusters and conversion-led assets that reduced reliance on paid acquisition while improving qualified pipeline volume.
- **Executive Reporting:** Connected SEO performance to RevOps, attribution, and board-level visibility across traffic, MQLs, pipeline, and market expansion.

Frameworks Applied: Autonomous Organic Growth Engine, The 90-Day Pipeline Sprinter

MultiTV Tech Solutions | Video Tech SaaS

Digital Marketing Manager | August 2021 – March 2022

Led a growth engagement focused on improving B2B lead quality, sales velocity, and conversion performance through SEO, CRO, and high-intent acquisition strategy.

- **Sales Velocity:** Shortened the average B2B sales cycle by **15%** through buyer-journey optimization, landing page improvements, and conversion-led organic strategy.
- **Lead Quality:** Increased qualified lead quality by **30%** by aligning SEO and CRO initiatives with high-intent buyer segments.
- **Conversion Infrastructure:** Integrated A/B testing, funnel analysis, and search-led demand capture to improve sales readiness and campaign efficiency.

Frameworks Applied: Autonomous Organic Growth Engine, The 90-Day Pipeline Sprinter

Muvi | Enterprise OTT SaaS Platform

Senior SEO & Growth Strategist | October 2018 – July 2021

Designed and scaled Product-Led Growth SEO across a multi-product enterprise SaaS portfolio, using technical documentation, product pages, and bottom-of-funnel content to increase qualified pipeline conversion.

- **PLG Scaling:** Architected Product-Led Growth SEO strategies across **8 distinct SaaS products**, improving discoverability across technical and enterprise buyer journeys.
- **MQL-to-SQL Uplift:** Delivered a **200% uplift in MQL-to-SQL conversion rates** through technical documentation optimization and bottom-of-funnel content architecture.
- **Zero-to-One SEO Foundation:** Built scalable search architecture, schema foundations, and product-led content systems before aggressive content expansion.
- **Technical Buyer Enablement:** Converted complex product capabilities into search-optimized assets that supported enterprise evaluation, sales enablement, and qualified pipeline growth.

Frameworks Applied: The Zero-to-One SaaS SEO Sprint, Autonomous Organic Growth Engine

Prior Foundation

- **Digital Marketing Manager, Fedobe Solutions** | 2017 – 2018
- **Senior Content Marketer, Phalanx Infotech** | 2015 – 2017
- **Digital Marketer, Think Tank Solutions** | 2012 – 2015

Advisory Focus Areas

- **Fractional SEO Leadership:** Organic growth strategy, executive reporting, team guidance, and operating cadence for SaaS marketing teams.
- **Generative Engine Optimization:** LLM Visibility, AI Overviews, citation strategy, schema architecture, and answer-engine readiness.
- **Technical SEO Architecture:** Crawlability, indexation, Core Web Vitals, programmatic SEO, migration strategy, and site performance.
- **Organic Pipeline Strategy:** Bottom-of-funnel content, PLG SEO, topic clusters, comparison pages, documentation SEO, and conversion assets.
- **RevOps & Attribution:** Pipeline reporting, MQL-to-SQL analysis, CAC reduction, source attribution, and board-ready performance narratives.

Education & Certifications

- **Bachelor of Computer Applications (BCA),** I.K. Gujral Punjab Technical University, India
- **Certifications:** Generative AI Foundations, UpGrad & Microsoft | GA & GSC Professional | HIPAA Security & Privacy | Cybersecurity Fundamentals