

Prachi Admane

Off-Page SEO & Outreach Specialist | Link Building, SaaS SEO & Digital PR

prachiadmane05@gmail.com · +91 70450 44220 · linkedin.com/in/prachi-admane · prachi-admane.vercel.app
Mumbai, India (IST) OPEN TO REMOTE ROLES WORLDWIDE

PROFESSIONAL SUMMARY

Off-page SEO and outreach specialist focused on SaaS link acquisition, publisher relationships, and digital PR. I run link-building programmes end to end — competitor backlink gap analysis, publisher qualification, personalised outreach, negotiation, and live-link reporting — qualifying every site on topical relevance, Domain Rating, organic traffic, and content quality before I pitch. Recent work at Vista Social: **400+ backlinks**, **100 listicle placements**, and **Domain Rating growth from 71 to 73**.

CORE SKILLS & TOOLS

SEO & Research	Off-Page SEO · Backlink Analysis · Competitor Link Gap Analysis · Publisher Prospecting & Qualification · Broken Link Building · Resource Page Outreach
Outreach & Acquisition	Cold Email Outreach · Publisher Relationship Management · Link Exchanges · Listicle Outreach · Guest Post Outreach · Negotiation & Follow-Up · Live-Link Tracking
Digital PR	Journalist & Publication Research · PR Prospecting · Data-Led Pitch Research · Brand Mention & Coverage Tracking
Tools	Ahrefs · Semrush · Google Search Console · Google Analytics · Screaming Frog · ContactOut · Google Sheets · ChatGPT & Claude

PROFESSIONAL EXPERIENCE

Vista Social

JAN 2026 – PRESENT

Off-Page SEO & Outreach Specialist · Remote

SaaS social media management platform for agencies, brands, and creators.

- Acquired **400+ backlinks** through publisher outreach, link exchanges, and partnership development.
- Secured **100 listicle placements** on publishers averaging **DR 75** and 25K monthly organic traffic, including 5 placements on HubSpot (DR 93).
- Contributed to **Domain Rating growth from 71 to 73** (Ahrefs, Jan 2026 – present) through consistent, topically relevant link acquisition.
- Ran competitor backlink and link-gap analysis in Ahrefs to identify publishers already linking to Vista Social's competitors, then pitched those publishers directly.
- Qualified publishers on topical relevance, Domain Rating, organic traffic, and backlink quality before outreach.
- Managed the full outreach cycle — prospecting, personalised pitches, follow-ups, negotiation, and live-link tracking — keeping placements recurring with the same publishers.
- Pitched journalists and editors with data-led angles to earn brand coverage and links.

Freelance Music Platform

SEP 2024 – DEC 2025

Link Building & Outreach Specialist · Remote

Independent online music platform serving artists, musicians, and music fans.

- Earned **80+ backlinks from DR 50+ sites** through outreach to niche music blogs, industry publications, and playlist curators.
- Supported **Domain Rating growth from 21 to 51** during the engagement, as part of the wider SEO programme.
- Vetted **300+ websites** using competitor analysis, broken link building, and resource page targeting in Ahrefs.
- Ran personalised outreach campaigns with a **32% response rate** and a **16% placement rate**.
- Analysed the backlink profiles of **10 competing music platforms**, winning 18 links from domains competitors had already earned.
- Supported on-page SEO: keyword and intent mapping, on-page and meta optimisation, internal linking, and content briefs.

EDUCATION

L.S. Raheja School of Architecture

2019 – 2022

Diploma in Interior Design · Mumbai, India