

PROFESSIONAL PROFILE

Qualified SEO professional with solid experience in SE rankings monitoring, analytics, Keyword research ,site auditing methods and link building . I have a passion for optimizing websites to achieve business goals and a talent for improving organic SE rankings with my creative approach and thorough research and analysis

EDUCATION

Course	Stream	Year Of Passing	Board/ University	Institute	%Marks
B.TECH	CSE	2014	CUSAT	College Of Engineering, Karunagapally	73%
XII	Science	2009	STATE	PMSAPTHSS ,Kakkove	85%
X	Science	2007	STATE	SPBS ,Ramanattukara	94%

PROFESSIONAL EXPERIENCE (Total Experience :3.5 Years)

Senior SEO Executive

Vinam Solutions Pvt Ltd ,Govt Cyberpark, Calicut
August 2016 to Present

Responsibilities

- Analyzing requirements and providing web promotion solutions to clients which involves designing and implementing search engine marketing plans strategies.
- Ensure that all pages contain onpage coding
- Collaborate with development to plan project modules
- Work with web designers , programmers and content writers to ensure that final webpages are optimized
- Oversee multiple projects across all phase of developments
- Implement and maintain development best practices
- Develop status report , cost estimates , and resource plans
- Training and managing seo team
- Confirm and approve all seo related billing before forwarding to clients

SEO Analyst

Linspire Solutions ,Kynfra neo space ,Kakkanchery
October 2014 –April 2016 (1 yr 6 Months)

Responsibilities

- Perform competitor SEO research.
- Researching site taxonomy and any consequential changes to site and code
- On page SEO (Title and description tags, headings, page size/speed, content, importance of external linking, Image Alt tags, Link Title tags,, page freshness, duplicate content.
- Perform site analysis,keyword research and mapping ,and assess link building opportunities
- Based on analysis ,results and client feedback,continually improve and modify strategies to optimise effectiveness
- Maintain maximum effectiveness while adhering to strict deadlines and budgets
- Keep up-to-date with constantly changing technological and search engine trends ,algorithms and ranking factors
- Designing webpage layout
- Determining technical requirements
- Updating websites

Social Media & Link Development

- Facebook pages, groups and other similar sites.
- Management and coaching of content writers and rewriting client provided press releases.
- Analyses of target sector to find high quality link candidates.
- Local link building strategies using Google Local and niche local sites.

Research & Learning

- Regularly read the main SEO Blogs Digital Deepak,BAcklinko,Search engine land, Search engine journal

WEB/TECHNICAL SKILLS

- HTML
- CSS
- BOOTSTRAP
- PHP

PERSONAL DETAILS

Date of Birth : 31th May 1992
Languages : English(R/W/S), Malayalam(R/W/S)
Phone : +91-9961653747
Permanent Address : Mattappilly House , Near S.M.H.S school , Cherai , Ernakulam- 683514

DECLARATION

I hereby declare that the above information given by me is correct and true to the best of my knowledge. If I were placed in your esteemed concern, I will perform my duties with the most sincerity and to your full satisfaction.

Place :Ernakulam

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