

Keerthana.M

Sr SEO Analyst

PROFESSIONAL SUMMARY

Highly effective SEO Analyst with over 3+ years of experience specializing in client engagement and business visibility in online searches through successful SEO approaches.

EXPERIENCE

SEO Analyst, Avanexa Technologies
Mar 2020 - Present

- Edited and managed content for client web pages, ensuring content is SEO friendly as well as engaging & conducted a detailed, competitive analysis of sites to find best strategies in collaboration with client goals.
- Developed and implemented SEO strategies including creating SEO-optimized content, and researching keywords and search engine rankings
- Recommended website architecture, content, and linking changes to improve SEO positions for target keywords.
- Developed and implemented quality link-building strategies.
- Analyzing the site from the SEO point of view, Implementing 301 Redirect, Correcting Broken Links, Canonical Redirect.
- Monitoring and analyzing website performance using tools like Google Analytics, Search Console, etc
- Managed social media channels and tracked performance including followers, views, and engagement.
- Provided detailed reporting and analysis on client website demographics and statistics using Google Analytics.

PROJECTS

- <https://ahuraracing.com/>
- <https://www.doodlemango.com/>
- <https://ganpatgrand.com/>
- <https://www.moringawholesale.com/>

CONTACT

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EDUCATION

2015-2019
B-Tech. Information
Technology
CSI college of
engineering, Nilgiris

SKILLS

- SEO optimization
- Keyword Research and Optimization
- Link Building
- Competitor analysis
- Content planning and strategy
- Word Press, CPanel Basics

TOOLS

- Google Search Console
- Google Analytics
- Google Tag Manager
- Google Keyword Planner
- Google Ads
- SEOptimer

CERTIFICATION

Google Analytics Certified
2023

Google Search Ad Certification
2023