Neeraj Sharma

SEO Analyst

CONTACT ME AT

📍 Gurugram

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SEO SKILLS

- Google Analytics
- Google Search Console
- Keyword Planner
- Technical Audit
- Canva , MS-Office
- Content Analysis
- Ahref
- SEMrush
- Screaming Frog
- Competitor Analysis

EDUCATION HISTORY

Secondary Education

Vivekanand Inter College Sewla Sarai, Agra   (2016-2017)

Bechelor of Science (C S)

Dr Bhim Rao Ambedkar University Agra (2018-2021)

CERTIFICATION

- Keyword Research
- Local SEO
- Backlink Management
- Digital marketing Certificate
- Fundamentals Course by Semrush

PERSONAL PROFILE

Hardworking SEO Analyst with progressive experience in diverse aspects of marketing. Innovative with distinctive, creative and implement effective strategies to meet business KPIs.

EXPERIENCE

SEO Analyst
Catalyse Research LLP
Dec 2023 to Present

Technical SEO:
- Structured Data Schema Markup Creation
- Site Performance & Page Performance Optimization
- Crawl Errors Handling
- W3C Compliance Validate

ON-Page Optimization:
- Website Audit Report Creation including Priority List
- Website Architecture Recommendation
- URL Structure Recommendation
- Title-Meta Tag Creation, H1 - H2 Tag Optimization, Anchor Tag Optimization
- Content Optimization
- Image Optimization
- Breadcrumb Optimization
- Robots.txt & Canonical Tag Optimization
- HTML Sitemap Recommendation
- XML Sitemap Recommendation for Web Pages, Images and Videos Optimization

Analysis & Research:
- Competitor Analysis / Back Links Analysis by paid tools such as SEMRush, Majestic SEO & Ahrefs
- Traffic Analysis (GA & GSC)
- Keywords Research - Researching the best keywords using tool like Google Keyword Planner and Google Search Suggestions

SEO Executive
WHY Shy : Digital Marketing Agency - Gurugram
Dec 2021 to Dec 2023

- Working on Keyword Research, Technical Audits, Content Gap and In-depth Competitor Analysis
- Website Enhancement, UI/UX, and Website Speed Optimization Suggestions
- Analyze website traffic, user behavior, sessions, and bounce rate and accordingly create strategies
- Competitor Analysis Using tool ahref and Semrush
- Off-page strategies, Social Bookmarking, Classified Submission, PDF Submission, Profile Creation, Image Submission, Articles, and Blogs.