

# KARANDEEP SINGH

## SEO Expert

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### PROFESSIONAL SUMMARY:

My strength is a business-to-business digital marketing strategy. I help clients Rank their Websites and keywords, build brand equity, reach a wider audience, solve their unique marketing challenges, and track their success.

### AREAS OF EXPERTISE:

- |                                    |                              |
|------------------------------------|------------------------------|
| ✓ Search Engine Optimisation (SEO) | ✓ Web Marketing              |
| ✓ Keyword Research                 | ✓ Meta Tag, Meta Description |
| ✓ Collect Backlink Sites           | ✓ Analytics                  |
| ✓ Lead Generation                  | ✓ Ranking                    |

### PROFESSIONAL EXPERIENCE:

#### Techooze Solutions Pvt Ltd

SEO Executive | 06 January, 2021 - 29 November, 2022

- Developed Strategies to Improve Organic Traffic.
- Managed On-Page SEO, Optimize Meta Tags, Keywords, Content for Search Rankings.
- Analyzed Website Performance with Google Analytics.
- Conducted Keyword Research Using Tools Like Semrush and Ahrefs.

#### KS Rank Solutions

Junior SEO Executive | 02 December, 2022 - Present

- Collaborated with the SEO Team to Implement Optimization Strategies.
- Conducted Technical Audits to Identify Website Issues Affecting Performance.
- Created and Updated Sitemaps to Improve Crawlability.
- Generated Performance Reports, Tracking Key SEO Metrics and Progress.

### RELEVANT PROJECTS:

#### CampusKart

SEO Service | 05 July, 2024 - Present

- Built a high-performing Keywords for the website to increase traffic, sales
- Run marketing strategies to gain more exposure and promote products

#### Nikunj Chemicals

SEO, GMB Service | 09, September 2024 - Present

- Created a GMB profile and promote on google maps, manage products, and optimize
- Improved Ranking and generate high sales customers purchase products

### EDUCATION:

**2021 - 2023 | Swami Vivekanand Subharti University**

Bachelor of Arts - (BA)

**2019 - 2020 | National Institute of Open Schooling**

Class 12th