Hardeep Singh Toor

2443 Homestead Cir

San Pablo, CA 94806

<https://github.com/Hardeep57> Email: [seohardeep57@gmail.com](mailto:seohardeep57@gmail.com)

[www.linkedin.com/pub/hardeep-singh/45/588/ab2](http://www.linkedin.com/pub/hardeep-singh/45/588/ab2) Phone: (510)224-6066

Highly educated and skilled SEO and PPC professional with upwards of 6 years of comprehensive and successful experience. Excellent client relationship management and collaboration skills with the ability to fully understand, implement, and sustain marketing objectives. Superior technical skills and aptitude with continuous education on progressively marketing within an online environment.

### Education & Training

**Master’s Degree, Computer Applications,** Punjab Technical University, India, 2010

**Post Graduate Diploma, Computer Applications**, Punjab Technical University, India, 2008

**Bachelor’s Degree, Computer Applications**, Punjab Technical University, India, 2007

**Hardware and Networking Diploma**, Industrial Training Institute, Bathinda, 2004

### Professional Experience

NET-SMARTZ FEB 2013 – NOV 2015

SEO/PPC EXECUTIVE

M-STUDIO, IT PARK CHANDIGARH, INDIA OCT 2011 – JAN 2013

SEO/PPC EXECUTIVE

INTERSOFT PROFESSIONAL, SEC-34 A CHANDIGARH, INDIA MAY 2010 – OCT 2011

SEARCH ENGINE OPTIMIZATION (SEO) PROFESSIONAL

R-SMARTZ, SEC-47 C CHANDIGARH, INDIA 6 MONTHS

SEARCH ENGINE OPTIMIZATION (SEO) PROFESSIONAL

R-SMARTZ, SEC-47 C CHANDIGARH, INDIA 6 MONTHS

SEARCH ENGINE OPTIMIZATION (SEO) TRAINEE (INTERNSHIP)

### Skill Set

* **On Page Optimization:** keyword selection, research and testing, Meta tags, ALT tag, H1,H2 tag, Bold, italic etc., URL structure, Internal linking strategy, Website Content, Keyword density, Robot.txt file generation, Site maps, both XML and user facing, Usability and accessibility, Track target keywords, 301 redirection, Work with Design and Code Teams to ensure Design.
* **Off Page Optimization:** Directory Submission, Social Bookmarking Submission, Blog Posting, Blog Hosting, Article Submission, Press Release Submission, Forum Posting, Affiliate Marketing, Blog Commenting, RSS Feed Submission, Profile Creation, Link Building/Link wheel, Social Media Optimization, Yahoo/LinkedIn Ques/Ans etc.
* **Social Media Marketing:** Promote websites utilizing social media optimization including: Facebook, Twitter, LinkedIn, Myspace, Yahoo answering etc. Devise new strategies related to marketing websites increasing online presence. Competitive Analysis and SEO Optimization Updates.
* **Paid Advertising:** A/B Ad testing of ads, Keyword optimization, Landing Page Optimization, Revenue Tracking techniques, Quality Score improperness, Weekly/Monthly Reporting, PPC ads creation, GEO & time targeting, Lead Generation on Google ad words etc.

### Job & Role Responsibilities

* Collaborating with client’s to fully understand their marketing goals and objectives and analyzing their online sector and competitors.
* Creating proposals and provide best possible solutions for client's requirement with some value addition (if possible).
* Providing client with a detailed and thorough project timeline, benchmarks, and expected results.
* Created complete Search Engine Marketing strategy for In-House Projects considering clients marketing objectives, current positioning in their online sector, usability and design issues, and any technological constraints.
* Implemented SEO/SEM strategies including: building web pages, constructing XML/RSS feeds, suggesting copy changes and recommending Meta data.
* Utilized ongoing monitoring and re-evaluation of clients' strategies to maximize their results across all major Search Engines including: Web Analytics, re-optimization of client's site and content, and the sourcing of new and relevant links for clients' sites.
* Researched progressions within search engine technologies using testing and analysis of search results, reading patents/white papers, and participating in forums such as Webmaster World.

**Search Engine Optimization (SEO):**

* Meta tags creator and optimizer
* Directory Submission
* Social Bookmarking Submission
* Blog Commenting
* Link Building
* Article Submission
* Press Release Submission
* Blog Submission
* Yahoo Answering
* Quara.com answering
* Mahalo.com Answering
* Classified

**Paid Search Engine Marketing:**

* Planned, managed, and executed strategies including keyword research, search engine advertising, etc.
* Designed PPC Campaigns with Growth Plans for Maximum Industry Exposure.
* Developed and implemented World-Class SEM Strategies for Maximum ROI.
* Evaluated & Optimized Landing Pages for maximum effectiveness.
* Evaluated PPC Bid Prices for Maximum ROI.
* Wrote and reviewed PPC Ad Creative for optimal effectiveness.
* Conducted ongoing PPC campaign management and maintenance.
* Optimized bids and keywords across multiple websites coordinating with the overall marketing goals.
* Tracked and analyzed key search metrics and execution including Bid Adjustments and/or Campaign Optimization.
* Built and managed strong relationships with search engines.

### Projects Highlights

|  |  |  |
| --- | --- | --- |
| www.miraclestudios.in | www.ethames.ac.in | www.webdesigncompany.com |
| www.semseocompany.com | www.ambercoastrealty.com | www.perfumevogue.com |
| www.avenue24.com.au | http://sebiz.net/ | www.midascapitalllc.com |
| www.shareon.com.au | www.dcgstores.com | www.futoncreations.com |
| http://www.netsmartz.com | www.outpost-security-store.com | http://www.moderncollections. |