

Kavin M

SEO Analyst

With in-depth knowledge of SEO strategies, multiple analytic and tracking tools and report generation. Guides SEO strategy and executes SEO-driven lead generation campaigns for clients. Proven experience in link building and keyword strategy. Over years of experience driving organic site traffic across multiple client Sites



Work History

2018-02 - 2018-11 **SEO Analyst**

Infinity Digital, Coimbatore, Tamilnadu

- Researched and **analyzed competitor website** and advertising links to gain insight into new strategies.
- **Succeed in generating backline's** for our clients site.
- Performed ongoing **keyword discovery**, expansion and optimization to **increase organic search footprint** and drive relevant site traffic.
- Recommended changes in linking to improve SEO positions for target keywords.



Contact

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Phone

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Skills

Data Analysis

Keyword
optimization

Ad development



Certifications

2020-06 Google Ads Search Certification



Education

2014-07 - 2018-05 **B.E: Electronic And Communication Engineering**

Sri Ramakrishna Institute Of Technology - Coimbatore