

Krunal Khairnar

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Location: Ahmedabad, India

Summary

SEO - SEO Specialist worked for more than 9 years on different types of websites from Service based to Ecommerce for Local and Global keywords and traffic improvement, and having an extensive experience in performing keyword research, developing and implementing traffic improvement strategies, competitor website analysis for keywords, content and link building, website audit for keyword and traffic improvement and to improve overall website visibility.

ORM - Tried to improve website's reputation.

ASO - Also, worked for application using App Store Optimization activities like on-page and on-page for app.

Google Ads - Moreover, got a good experience in Google Ads by creating Search Ads, Display Ads and Remarketing Ads.

Experience

SEO Assistant Manager

Pandit Venture Pvt. Ltd. ([GaneshaSpeaks.Com](#))

Duration: June, 2016 – Ongoing

Location: Ahmedabad

I am working as a SEO Executive then Sr. SEO Executive in Pandit Venture Pvt. Ltd. ([GaneshaSpeaks.Com](#)) from Jun 2016, and currently working as an SEO assistant manager.

Working Areas: Keyword Research, On-page Optimization, Website Audit, Google Search Console Errors, Backlink Audit, Outreach for Backlink, Keyword and Backlink Gap Analysis, Content Optimization, Google Ads, app store optimization

SEO Executive

[WebzLabz Pvt. Ltd.](#)

Duration: Oct, 2013 – Apr, 2016

Location: Ahmedabad

I have worked with WebzLabz Pvt. Ltd. as an SEO Executive from Oct, 2013. Formerly, this company was known as PNK Infocom Pvt. Ltd. and the company name changed in Feb 2015 from Oct 2013 to April 2016.

Working Areas: Handling off-page and on-page of multiple (more than 10) Australia and UK websites for Ranking in Local and Global

SEO Analyst

Horizoncore Infosoft Pvt. Ltd.

Duration: Apr, 2012 – Oct, 2013

Location: Ahmedabad

I have worked in Horizoncore Infosoft Pvt. Ltd. as an SEO Analyst from April 2012 to Oct, 2013.

Working Areas: Handling In-house website for off-page and on-page

SEO Analyst

Perception System Pvt. Ltd.

Duration: May, 2010 – Apr, 2012

Location: Ahmedabad

I have worked as an SEO Analyst in Perception System Pvt. Ltd. (An IT Company) from May, 2010 to March 2012.

Working Areas: I have worked on on-page activities and writing website contents and blogs for in- house website.

SEO Skills

- | | |
|------------------------|-----------------------------|
| ✓ On-Page | ✓ Backlink Gap Analysis |
| ✓ Website Audit | ✓ Keyword Gap Analysis |
| ✓ Keyword Research | ✓ Link building |
| ✓ Off-Page | ✓ Outreach |
| ✓ Content Optimization | ✓ Google Analytics Analysis |
| ✓ Backlink Audit | ✓ Competitor Analysis |
| ✓ GSC Errors | |

Analytics Tools

- | | |
|-------------------------|-----------------------------|
| ✓ Google Analytics | ✓ Rank Tracker (Powersuits) |
| ✓ Screaming Frog | ✓ Serpstat |
| ✓ Google Search Console | ✓ Seranking |
| ✓ Ahrefs | |

PPC Skills

- ✓ Search Ads
- ✓ Display Ads
- ✓ Re-Marketing Ads

Achievements

- ✓ **9+ Years SEO experience**
SEO + Google Ads + ASO + ORM
- ✓ **Handled Traffic in Millions**
Conducted SEO Research and Increase Traffic
- ✓ **Handled Tasks for Over 10 Local Websites**
Off-Page and On-page tasks for Australian and UK websites

Education

B. Com

Gujarat University

Duration: Mar, 2015 – Apr, 2017

Location: Ahmedabad