

Ankur Pandey

Google Analytics & Adwords Certified Digital Growth Consultant

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Career Objective:

Self-taught with 6+ years' experience in SEO, SMO, SEM. Raised B2C client's organic search rankings from page 9 to 1 within three months – increasing organic traffic by more than 41%. Grew subscription base by more than 13% each month (improving ROI by more than 15%).

Professional Career Summary:

- Currently working as Senior SEO Analyst at **Appincubator Inc**, Noida Uttar Pradesh, Since March 2020 to Till Date. Here my main role and responsibilities are as below...

1. Keyword Research for Quality Traffic
2. Understanding the intent of the keywords and doing Onpage Optimization for high and medium intent Keywords.
3. Research on Meta Title and Meta Description for Ranking at position 1 over the SERP.
4. User behavior understanding by collected data from Google Analytics and hotjar tool.
5. Conversion rate Optimization of less performing landing pages.
6. Onpage Optimization for potential keywords of my niche for particular landing pages.
7. Guest Post Outreach and Quality Backlink creation at reasonable pricing.
8. Backlink audit and Dofollow - Nofollow ration maintenance for getting 1st ranking position.
9. Online Reputation Management for my company website.
10. Coordination & Leading UI/UX Team, Tech Team and content writers for better website performance and ranking.

- 1 year 2 month approx... working experience as SEO Analyst at **FA Gifts Private Limited, Gurgaon, Haryana** since Feb 2019 to March 2020.

Here my key responsibilities were...

1. Keyword Research for Quality Traffic
2. Understanding the intent of the keywords and doing Onpage Optimization for high and medium intent Keywords.
3. Research on Meta Title and Meta Description for Ranking at position 1 over the SERP.
4. User behavior understanding by collected data from Google Analytics.
5. Conversion rate Optimization of less performing categories.
6. Onpage Optimization for potential keywords of my niche for particular landing pages
7. Guest Post Outreach and Quality Backlink creation.
8. Backlink audit and Dofollow - Nofollow ration maintenance for getting 1st ranking position.
9. Online Reputation Management for my company website.
10. My Company App Store Optimization for Android & iOS Apps of Floweraura.

- <https://www.floweraura.com/>

- 2 years 10 Month working experience as an **Internet Marketing Executive** at **Woodapple Interactive Private Limited, Gurgaon, Haryana** from April 2016 to Feb 2019.

Over here my main role was to manage the on page and off page, social media, email marketing and affiliate marketing for below client's website belongs from India as well as USA, UK, Canada market.

- <http://www.matrix.in/>
- <http://www.museumreplicas.com/>
- <http://www.atlantacutlery.com/>
- <http://www.lakshmisri.com/>
- <https://www.costumesandcollectibles.com/>

- 5 month experience as a **Project Coordinator** Cum web designer at **Witoni Software & Services, Delhi**: Over here my main role was to coordinate the development team as according to clients need and deliver the qualitative products and services to the clients. And also to bid on the projects available on freelancing websites. I handled the below projects:

- <http://www.smartsmokeindia.com/> .
- <http://www.area.com.sg/>
- <http://www.daykideal.in/>

SEO Knowledge and Tools:

- **Tools:** Google Analytics, Google Webmaster Tool, Google Tag Manager, Google Trends, Google Keyword Planner, Ahref, Screaming Frog, Keywords Everywhere, SEMrush, Moz, Movie Maker, Heatmap, Etc.
- **SEO Strategy:** On page Optimization, Off Page Optimization, Technical Structure Optimization
- **On Page & Technical Optimization:** URL Canonicalization, Code Minification, Search Engine friendly URL Building, Image Optimization, Website Layout Optimization, Break Link Improvement, Heading tag optimization, page speed optimization, core web vital optimization, Content Optimization, Meta title Optimization, Meta description Modification etc.
- **Off Page Optimization:** Press Release submission, Dofollow Guest Post Submission , Social Bookmarking, Directory Submission, Classified Submission, Images Submission, Blog posting, Article Submission, Social Media Posting like Facebook, Twitter, Instagram, Pinterest,Tumblr,Google+, nofollow-dofollow ratio maintenance, Local Listing like GMB optimization and many more.

Academic Qualifications:

Course	School/College	Board/University
B.TECH in Information Technology(2015)	SRMGPC, Lucknow.	UPTU
Intermediate(2011)	R K C I C, Lucknow.	State Board(U P)
High School(2009)	R K C I C, Lucknow.	State Board(U P)

Technical Proficiency:

- **Languages:** Basic Knowledge of C, PHP,ASP.NET.
- **Database Language:** SQL
- **Other Basic Knowledge:** CSS, HTML, PHOTOSHOP CS6, DREAM WEAVER, ARTISTEER 4.3, Video Editing on Movie Maker, Websites IA analysis and flow testing etc.

Personal Details:

Date of Birth : 1st January, 1996
Mother's Name : Mrs. Sakuntala Pandey
Father's Name : Mr. Gyanendra Pandey
Permanent Address : 658/035 sector-H sikandarpur jankipuram, Lucknow (PIN-226021).

Declaration:

I Ankur Pandey, hereby declare that all the information provided by me is correct up to best of my knowledge.

Date:

Place: Gurgaon

(Ankur Pandey)