

Jyot Gandhi (SEO, PPC Expert)

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Professional Summary

Committed SEO analyst with vast experience to boost organic keyword ranking in major search engines. Expertise in performing accurate and efficient research and SEO strategy execution. Proficient in conducting SEO keyword research, performing SEO analyses, executing link-building strategies, monitoring web analytics, managing search engine software, and creating original SEO content.

Career Objective

Results-oriented marketing specialist with extensive experience in the digital marketing field seeking an opportunity where I can utilize my SEO and PPC skills to make a positive contribution to your company. Looking for a challenging position in a good organization that offers me professional growth and enough opportunity to learn, and improves my skills in my profession.

SEO Skills

- Performing keyword research.
- Developing and implementing link-building strategies.
- Analyzing and implementing on-page optimization.
- Auditing on-page SEO issues affecting organic search results, and offering best-practice solutions.
- Setting up Google Search Console accounts for websites, and monitoring them regularly for crawling and indexing issues.
- Analyzing SEO techniques used by competitors.
- Recommending changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.
- Understanding of web mark-up, including HTML5, CSS3.
- SEO-friendly content creation.
- Experience using Google Analytics, Google Tag Manager, and Google Search Console.
- Identifying areas for on-site improvements in site structure, internal linking, page code, and content development.
- Google My Business claiming and optimization.
- Reviewing, analyzing client sites for areas that can be improved and optimized.
- Writing powerful calls-to-action to convert visitors.
- Writing optimized web page content, META titles, and descriptions.
- Improving page speed and technical SEO of the site.
- Schema developing and implementing.

Pay Per Click (Google Adwords)

- Making effective Google ad strategies.
- Creating, launching, and managing Google Adwords search and display campaigns.
- Performing keyword research to make a list of keywords phrases to bid on.
- Managing campaign budgets & adjusting bids to optimise the ROI
- Providing creative Ad copy suggestions.
- Perform AB testing by creating different ad copies with different headlines.
- Manages bids and create campaign strategies.
- Making attractive and relevant landing pages for Google ads.
- Experience with setting up and monitoring conversion tracking.
- Setting Up Remarketing Ads.
- Optimizing the campaign regularly for improving performance.
- Optimizing the ad copy and landing pages.
- Experience in working with Google Merchant Center.
- KPI tracking to monitor performance.
- Producing detailed analysis and reports of ad campaigns.

Education

- **MCA** from Shrimad Rajchandra Institute of Management and Computer Application (SRIMCA), Tarsadi in 2011.
- **BCA from** V.S.Patel College of Arts & Science BCA-BBA Course, Bilimora in 2008.

Employment History

- SEO Analyst, October 2012 to April 2014
August Infotech, Surat, Gujarat
- SEO Analyst June 2014-June 2016
ComnetSolutions Pte Ltd, Surat, Gujarat
- SEO Analyst December 2016-March 2021
TechHive, Surat, Gujarat

Portfolio

- **Website:** <https://figtreefamilydental.com.au/>
Keywords: dentist in figtree, dentist in figtree nsw, dentist in Wollongong etc
- **Website:** <http://fabcurate.com/>
Keywords: online fabric store, buy fabric, fabric online shopping, online fabric etc
- **Website:** <https://aesthetixdentalcare.in/>
Keywords: dentist in Surat, dental care in Surat, dental clinic Surat etc