

# VIDHI M GHODASARA

DIGITAL MARKETER & SEO SPECIALIST

## EXPERIENCE

- 11 Months FROM MAY 2020 TO PRESENT  
AT ACCUPOINT SOFTWARE SOLUTIONS  
AS DIGITAL MARKETING AND SEO EXECUTIVE
- 1.8 Years FROM AUGUST 2018 - APRIL 2020  
AT TECHCRONUS BUSINESS SOLUTIONS PVT. LTD.  
AS DIGITAL MARKETING AND SEO EXECUTIVE

## SKILLS

- Key Skills SELF-MODIFICATION AND DISCIPLINE  
QUICK ADAPTABILITY  
UNDERSTANDING CLIENT REQUIREMENT  
ANALYSE, CALCULATION & EVALUATION
- Technical Skills **OPERATING SYSTEM:**  
WINDOWS 98/ XP/ VISTA/ 7/ 8 | LINUX  
**PROGRAMMING LANGUAGES:**  
C, C++, HTML, WORDPRESS  
**TOOLS:**  
KEYWORD PLANNER, GOOGLE ANALYTICS, WEB MASTER  
MOZ, AHREFS, SEMRUSH, WOORANK, SCREAMING FROG  
NEIL PATEL, SEOPTIMER

## EDUCATION

- 2018 BE - INFORMATION TECHNOLOGY  
GUJARAT TECHNICAL UNIVERSITY  
**8.57 CGPA**
- 2014 H.S.C  
G.H.S.E.B  
**73.91%**
- 2012 S.S.C  
G.H.S.E.B  
**85%**

## PERSONAL DETAILS

DATE OF BIRTH : 12TH APRIL, 1997

MARITAL STATUS : UNMARRIED

LANGUAGES KNOWN : ENGLISH, HINDI, GUJARATI

## CAREER OBJECTIVE

To work in a dynamic, innovative and challenging environment extracting the best out of me, which would help me to learn and grow at professional as well as personal level thereby directing my future endeavours as an asset to the organization.

## CONTACT

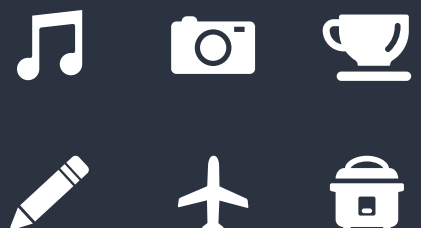
+917069650741

vidhighodasara124@gmail.com

## TECH SKILLS

SEO Tools	●●●●●●●●
Wordpress	●●●●●●●●
C, C++	●●●●●●●●
HTML	●●●●●●●●

## HOBBIES



## TECH SKILLS IN DETAILS

- Identify crawl errors with crawl a report
- Check https status codes
- Check XML sitemap status
- Check site load time
- Mobile friendly site check
- Check robots.txt file
- Check for duplicate meta data
- Meta description length check
- Check for site wide duplicate content
- Check for broken link

## OFF PAGE SEO SKILLS

- Guest Posting | Press Release ( Free)
- Directory Submission
- Article Submission
- Blog Commenting
- Blog Submission(blogger.com, wordpress.com  
wix.com, myspace.com, blog.com, weebly.com)
- Document Creation and Submission
- Classified Submission
- Social Bookmarking
- Photo Sharing
- YouTube marketing
- Business Listing
- Infographic submission
- PPT Sharing
- PDF Sharing

## ON PAGE SEO SKILLS

- Meta title
- Post permalink structure
- Use proper heading tags
- Keyword Density
- Meta tags
- Image alt text
- Schema generation
- Internal Linking
- External Linking
- Evaluating client's website, understanding their business, their needs & developing a plan accordingly.
- Prepare website analysis reports, write SEO proposal & explain them.
- Constantly check Search terms, Rankings and Analytics to monitor performance of client's websites and make recommendations for better results.
- Prepare Audit, Visual & Strategy reports.
- Prepare Keyword Research / Competitor Analysis / UI Enhancement reports
- Coordinate with website Chatbot

## SOCIAL MEDIA MARKETING

- Facebook, LinkedIn, Instagram, Twitter and
- YouTube Marketing
- Paid marketing for social media