

# Priyanka Singh

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*Optimising the website, building visibility, and turning clicks into conversions.*

## PROFILE SUMMARY

- At 3RI Technologies, I focus on ranking competitive keywords and strengthening the brand's overall organic presence.
- Successfully optimized on-page, off-page, technical, and local SEO strategies that improved search rankings, organic leads, and Google Map visibility.
- Hands-on expertise in tools like Google Analytics (GA4), Search Console, SEMrush, and Ahrefs, with a strong understanding of EAT-based SEO and content optimization.
- Turning data into insights that lead to growth through organic, measurable marketing results.
- Staying updated with Google algorithm changes to ensure every strategy aligns with search intent.
- Strong understanding of PPC strategies that helps me connect the dots between paid and organic marketing for better visibility and conversions.

## CORE COMPETENCIES

|  |                                 |   |
|--|---------------------------------|---|
| - On-page SEO optimization                         | - Keyword research and analysis | - Link building strategies                |
| - SEO audit and implementation                     | - Knowledge of Google Ads       | - Creation and management of blog posts   |
| - Content strategies for improving organic traffic | - Competitive analysis          | - Google Analytics, Google Search Console |
| - Time Management & Prioritization                 | - Adaptability & Flexibility    | - Problem-Solving & Critical Thinking     |

## CURRENT ORGANIZATION EXPERIENCE

Since Sept 2023, working with 3RI Technologies as Digital Marketing Executive

- Working on on-page optimization by aligning website content with user intent and SEO best practices, helping increase organic traffic and engagement.
- Managing off-page SEO by building high-quality backlinks and strengthening domain authority, improving overall keyword rankings, and trust signals.
- Performing regular technical SEO audits to identify and fix site issues like crawl errors, page speed, and mobile usability, resulting in a better user experience and site performance.
- Conducting keyword and competitor research to discover new ranking opportunities and create content strategies that match targeted audience needs.
- Writing SEO-friendly blogs and website content that improve organic reach and support content marketing goals.
- Collaborating with designers to create visuals, Infographics, and videos that enhance brand visibility.
- Using GA4 and Google Search Console to monitor traffic performance, analyze user behavior, and refine SEO strategies for better results.

## ACCOUNTABILITY

- Accountable for achieving **improved SERP rankings and organic traffic growth** for targeted keywords.
- Responsible for driving a **20% increase in online engagement** through optimized content and digital campaigns.
- Answerable for maintaining **website health** and ensuring all SEO efforts complied with best practices and algorithm updates.
- Ensured **accurate tracking and reporting of website traffic and user behavior** using Google Analytics and Search Console to support data-backed decisions.
- Responsible for **delivering monthly performance reports** to management, highlighting KPIs and actionable insights for continuous growth.

## KEY ACHIEVEMENTS

- **Ranked multiple website pages organically within 3 months** post-Google algorithm update by optimizing content, keywords, and technical SEO.

## EDUCATION

- B.Com from HNB Garhwal University, Uttarakhand
- MBA ( Finance & HR) from Modern College of Engineering, Pune

## CERTIFICATION

- Advanced Digital Marketing Certification from WScube Tech

## PERSONAL DETAILS

**Languages Known:** English, Hindi, and Marathi || **Address:** Pune || **Git Hub:** <https://github.com/Priyanka-seo>