



Rohan rawat

Digital Marketing

My Contact

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Languages Spoken: English, Hindi

DOB: 29th oct 2005

Hard Skill

- Keyword Research
- On-Page Optimization
- Technical SEO
- Link Building
- SEO Tools
- Google Analytics
- Competitor Analysis
- Content Optimization
- SEO Audits
- Data Analysis
- Reporting and Communication

Soft Skill

- SEO
- SMO
- ORM
- GMB
- SEM
- Facebook Marketing
- GoogleAds
- FacebookAds
- Instagram Ads
- canva
- wordpress

About Me

Eager to begin a career in digital marketing with a focus on SEO. Familiar with tools like Google Analytics, SEO Quake, Moz, Google Search Console, and Keyword Planner. Knowledgeable about Google Algorithms such as Panda, Hummingbird, Penguin, and more. Enthusiastic about applying on-page and off-page SEO strategies to improve website performance and drive organic traffic.

Experience

Fresher

- Working on search engine optimization with GMB (Google My Business) And ORM (Online Reputation Management) people. Work On a link-building strategy
- Developing and implementing On-Page SEO strategies
- On-Page & Technical SEO: Optimize meta tags, headers, URLs, internal links, architecture, and mobile- friendliness.
- Enhance crawlability, site speed, XML sitemaps, canonicalization, structured data, robots.txt, etc..
- Managing and optimizing local SEO efforts, such as Google My Business profiles.

Education Background

- **Indira Gandhi National Open University (IGNOU)**
BCA | pursuing
- **Shaheed caption hanifuddin sarvodaya bal vidhalya**
commerce : july 2023

Certifications

Eduork institute

1. SEARCH ENGINE OPTIMIZATION
2. SOCIAL MEDIA MARKETING
5. SEARCH ENGINE MARKETING
- 6.WEB ANALYTICS
- 7.APP MARKETING
- 8.CONTENT MARKETING
9. FACEBOOK MARKETING