

Date of Issue: 17th June, 2021

To,
Mr. Viral Pansuriya,

It is our pleasure to write about **Viral Kishor Pansuriya** who has worked with **MWD** at the position of **Digital Marketing Executive** from April 15, 2021 to June 16, 2021.

He joined as an intern at the position of **Digital Marketing Executive** but with his excellent performance and great problem-solving skills, he was offered a lot more additional responsibilities that included Research and finding solution, training our new interns and helping with Web and Digital troubleshooting problems. As a Digital Marketer he carried out duties such as:

- **Google my Business**
 - ✓ Google my Business listing
 - ✓ Integration, Setup and Monitoring
 - ✓ Made Creative post and Published
- **On-Page SEO & Off-page SEO**
 - ✓ Installed and configure Rank Math SEO Plugin, to increase Organic reach
 - ✓ Responsive website checks.
 - ✓ Optimize Title and Meta Description for pages for best representation on Google Search
 - ✓ Duplicate Content Check
 - ✓ Keyword analysis concerning competitor
 - ✓ Site analysis using Ahref
- **Social Media - Facebook**
 - ✓ Creating Business Manager Account
 - ✓ Research trends, content for the post to increase reach and impression of Business Page and Posts.
 - ✓ Set schedule posting for Facebook and Instagram
 - ✓ Adding all properties like Facebook Business Page, Instagram account, Ad Account


Moreover, we found him active and competent in executing all assigned tasks. He is professionally sound, hard-working, and a devoted and motivated team member whose dedication in taking initiative and contribution for the realization of organizational goals and objectives has proven helpful in the advancement of our establishment repeatedly.

I have mentioned the projects that he has worked upon:

1. <https://facebook.com/mumbaiwebdesign> (Social page)
2. <https://mumbaiwebdesign.in/>
3. <https://diagnosticcentrenearme.com>

All of us wish him the best in his career path and future and would like to thank him for his excellent contribution.

Yours faithfully,



Sonali Sawant

www.mumbaiwebdesign.in