

RITESH GODHA

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To accept the challenging assignments with full responsibilities guaranteed by proportionate authorities, where I can apply my knowledge & experience of need based developmental activities. For overall growth of the organization.

I believe that the Digital Marketing is not just a small part of marketing and it is very important to build strong online presence for every brand, product or company in current scenario. There are lots of things which we need to consider and lots of guidelines we have to follow. We can't consider Digital Marketing and Marketing both as two different individual things, but still it doesn't mean that the Digital Marketing is same as Marketing.

Tecgenome Pvt. Ltd. As SEO Team Leader (From March'16) – Work from Home

Projects:

- Construction Helpline (<https://www.constructionhelpline.com/>)

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### **SEO Responsibilities:**

- Website Analysis
- Keyword Research
- Generating Tracking Codes (Analytic & Webmasters Code)
- Traffic Reports, Ranking Reports
- SEO Checklist Implementation
- Website Optimization as per Google & Bing Webmaster Tool
- SEO Strategy Planning, Team Handling
- Monthly Activity Plan for Team
- Content Requirement
- Competitive Analysis
- Project Coordination
- E-mailer Testing, issues tracking & updating in code file, sending e-mailers with tool

### **On-Page Optimization:**

- URL Optimization – Url Rewriting
- Meta tags Optimization
- Site-maps Creation, Updating & Submission
- Alt Tag, Tool Tips
- Implementation of Tracking Codes
- Content Optimization
- W3C Validations for Html & Css
- Geo Tag, Canonical Tag & Robots.txt
- Gzip Compression

- Broken Link Updations, Absolute Linking
- Content Duplicacy
- .htaccess file setup for non www url to www
- Website Speed Report
- Image Expiration in .htaccess
- Rich Snippets & Data Highlighter by using <http://schema.org/> code

#### **Off-Page Optimization:**

- Directory submission
- Social Book-Marking(SBM)
- Article Submissions
- Yahoo Answering & Link seeding on other answering sites
- Blog Posting, Blog pinging, Blog Promotion
- Blog Commenting for Top Commentators
- Document sharing on Docstoc, Scribd, etc...
- Rss Submission
- Forum Posting, Thread Creations
- Search Engine Submissions
- Business Local Listing & Map Marking, Classified Submission
- Image Submission/ Image Optimization
- E-bay Listing – Auctions, Classified listings, Buy it Now Auction
- Product Submission
- Video Sharing

#### **Previous Work Experience:**

**Loanwalle Finserve Pvt. Ltd** (<http://www.loanwalle.com/>) As **SEO Team Leader** (From May'15 till Nov'15)

Projects:

- Loanwalle (<http://www.loanwalle.com/>)
- Rupeelend (<https://www.rupeelend.com/>)

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Upshot Technologies (<http://www.upshotlive.com/>) As **SEO Team Leader** (From Dec'14 till May'15)

Projects:

- Upshot Technologies (<http://www.upshotlive.com/>)
- Taurus Partners (<http://www.taurus-partners.com/>)
- AfreeDish (<http://www.afreedish.com/>) – till Jan'15

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**Solutionz Consulting as SEO – Team Leader** (Feb'13 to April'14)

Projects: United Kingdom

- While You Wait Repairs (<http://www.whileyouwaitrepairs.co.uk/>) Pr – 0
- GSM Support (<http://www.gsm-support.co.uk/>) Pr – 2
- SPS Mobile (<http://www.spsmobile.co.uk/>) Pr – 0

#### Projects: Canada

- Whish Canada (<http://www.whish.ca/>) Pr- 2

#### Projects: India

- Pugdundee Safaris (<http://www.pugdundeesafaris.com/>) Pr – 2
- Kings Lodge (<http://www.kingslodge.in/>) Pr – 2
- Tree House Hideaway (<http://www.treehousehideaway.com/>) Pr- 3
- Denwa Back Water Escape (<http://www.denwabackwaterescape.com/>) Pr - 1
- Kanha Earth Lodge (<http://www.kanhaearthlodge.com/>) Pr - 2

#### Social Media Optimization (SMO):

- ❖ SPS Mobile (<https://www.facebook.com/pages/SPS-Mobile/267404403370431>)
- ❖ While You Wait Repairs (<https://www.facebook.com/whileyouwaitrepairslondon>)
- ❖ While You Wait Repairs ([https://twitter.com/whileyou\\_wait](https://twitter.com/whileyou_wait))
- ❖ While You Wait Repairs (<https://plus.google.com/+WhileyouwaitrepairsCoUk/posts>)
- ❖ Pugdundee Safaris (<https://plus.google.com/110760834637864998726/posts>)
- ❖ Pugdundee Safaris (<http://www.pinterest.com/pugdundee/>)

#### Video Optimization:

- Pugdundee Safaris (<http://www.youtube.com/user/Pugdundeesafaris>)

As Project Coordinator, had worked with Developer to develop different sets of reporting tools as per requirement of Client (Daily Work Reporting Tool, Sales & Stock Reporting Tool with different panels – User & admin panel)

#### ~~~~~ *Infinite Web Solutions (Design A Website)* as SEO – Team Leader (Mar'11 to April'12) Projects: Australian

- Infinite IT Solutions (<http://www.designawebsite.com.au/>) Pr – 4 - redirected on Zeemo (<http://www.zeemo.com.au/>)
- Capital Special Vehicles (<http://www.csv.com.au/>) Pr – 3
- Scorpion Stainless (<http://www.scorpionstainless.com.au/>) Pr – 2
- Supreme Caravans (<http://www.supremecaravans.com.au/>) Pr – 3
- Supreme Caravans – (<http://www.supremecaravansmelbourne.com.au/>) Pr – 1
- Yarrabee (<http://www.yarrabee.com.au/>) Pr – 2
- Cedar Hospitality (<http://www.cedarhospitality.com/>) Pr – 2
- Space Works (<http://www.spaceworks.com.au/>) Pr – 2
- Master Renovators (<http://www.masterrenovators.com.au/>) Pr – 3
- Melbournes Mower Centre (<http://www.melbournesmowercentre.com.au/>) Pr – 2
- Classic Lite (<http://www.classiclite.com.au/>) Pr – 2
- Turning Japanese (<http://www.turningjapanese.com.au/>) Pr – 1
- Even Wedge Homes (<http://www.evenwedgehomes.com.au/>) Pr – 2
- Hightett Metal (<http://www.hightettmetal.com.au/>) Pr – 1
- Stiebel (<http://www.stiebel.com.au/>) Pr – 3
- Cooper Group (<http://www.coopergroup.com.au/>) Pr – 1
- Active Environmental Solutions (<http://www.aesolutions.com.au/>) Pr – 3

- Changing Careers (<http://www.changingcareers.com.au/>)
- Inheriting (<http://www.inheriting.com.au/>)
- When You Divorce (<http://www.whenyoudivorce.com.au/>)
- Starting a Family (<http://www.startingafamily.com.au/>)

#### Projects: Indian

- Infinite Web Solutions (<http://www.designawebsite.in/>) Pr – 2
- Grand Prints (<http://www.grandprints.in/>) Pr – 1

#### Social Media Optimization (SMO):

- ❖ Infinite Web Solution – Design A Website (<http://www.facebook.com/DAW.India>)
- ❖ Infinite IT Solutions (<http://www.facebook.com/InfiniteIT>)
- ❖ Brazil International Football Academy (<http://www.facebook.com/bifa.india>)

#### Video Optimization:

- Infinite IT Solutions (<http://www.youtube.com/infiniteit>)

### ~~~~~ ***i-Strat Software Pvt. Ltd as SEO (Sept'09 to Feb'11)***

#### Projects:

- Hindware (<http://www.hindwarehomes.com/>) Pr – 4
  - Hindware Blog (<http://www.hindwarehomes.in/blog/>) Pr – 1
- Family Nestle ([http://www.nestle.in/nestle\\_kitchen/home.aspx](http://www.nestle.in/nestle_kitchen/home.aspx)) Pr – 5
- Maggi India (<http://www.maggi.in/>) Pr – 4
- SABMiller India (<http://www.sabmiller.in/>) Pr – 3
- Crypton Care (<http://www.cryptoncare.com/>) Pr – 2
- Crypton Fabric (<http://www.cryptonfabric.com/>) Pr – 4
- Carma World (<http://www.carmaworld.com/>) Pr – 3
- Firm link Pharma (<http://www.firmlinkpharma.com/>) Pr – 2

#### Social Media Optimization (SMO): As Team Member

- ❖ Family Nestle (<http://www.facebook.com/FamilyNestle>)
- ❖ Hindware (<http://www.facebook.com/hindware>)
- ❖ Alphaone Amritsar (<http://www.facebook.com/AlphaOneAmritsar>)
- ❖ Carma World (<http://www.facebook.com/CarmaworldJewelry>)

#### Video Optimization: As Team Member

- Family Nestle (<http://www.youtube.com/FamilyNestle>)
- SABMiller India (<http://www.youtube.com/sabmillerindia>)
- Crypton Fabric (<http://www.youtube.com/CryptonSuperFabrics>)

### ~~~~~ ***Digital Web Solution*** Gurgaon as *Asst. SEO Executive (Feb '08 to Aug '09)*

#### SEO Projects:

- <http://htoindia.com/> PR -3  
Google Ranking:  
#1 - Tribal Tour Gujarat

### Link Building Projects:

- <http://www.quitsmokingcritic.com/> (Project of 100 Three way, One way links)
- <http://www.smileshop.com.au/> (Project of 100 Three way links)
- <http://www.1031taxexchange.org/> (Project of 150 Reciprocal links)
- <http://www.ivci.com/> (Project of 200 Three way, One way links )
- <http://www.sjdiscounttools.com/> (50 Reciprocal links)

### Other Work Experience:

- *Worked in Info-X Softtech Inc. For 1 year as Process Associate.*
- *Worked in Max New York Life Insurance for 1 year as FPQC for Insurance policy File.*

### Educational Qualification:

**BBA (SMU)** – Currently Pursuing First Semester

**B.Com. (Second Year) Passed** (Dr. B.A.M. University, Year 2002)

### Technical Qualification :

- Passed English Typewriting 30 W.P/M in B Grade
- Passed **DISM 1** year Diploma from **Aptech**
- Passed **DOAFA 6 month Diploma** from **C-DAC**.
- **Google Certified Analytics Professional** (Valid till 16<sup>th</sup> Oct 2016)
- **Google Certified Adword Professional** (Valid till 14<sup>th</sup> Nov 2016)

### Personal Details

|                |   |                           |
|----------------|---|---------------------------|
| Father's Name  | : | Sh. Dharamanchand Godha   |
| D.O.B          | : | 11 <sup>TH</sup> Mar 1981 |
| State          | : | Maharashtra               |
| Marital Status | : | Unmarried                 |
| Nationality    | : | Indian                    |

I have adequate ability to work hard with heart, head and hand. I am extremely comfortable while working with deadlines, which I believe increase human efficiency. By virtue of which I feel very comfortable working with schedules. I believe in Database working. I would feel appreciated under your trust worthy support. If a chance is given in your esteem organization to lead the team of professionals; I am all set to prove my worth.

(Ritesh Godha)