

KARAN CHAUDHARY

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DIGITAL MARKETER

bk-2 75 Shalimar bhag



SUMMARY

Experienced SEO specialist adept at optimizing websites through keyword research, on-page optimization, and link-building strategies. Proficient in utilizing tools like Google Analytics and SEO software to analyze and improve website performance.

EDUCATION

DELHI UNIVERSITY

Bachelor's Degree in BA Programme
2016 – 2020

DIGITAL MARKETING

DIGIPERFORM-2023

SKILLS

- Website Audit
- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Social Media Marketing
- Website Marketing
- Wordpress Website Creation
- Email Marketing
- Planning and Marketing
- Content Marketing
- Seo Knowledge
- Google Analytics
- Google Ads
- Facebook ads
- Google adwords

PROJECTS

- Created and managed a food blog website, focusing on content related to recipes, cooking tips, and culinary experiences.
- Handled social media marketing across platforms like Facebook and Instagram, effectively promoting the blog content and engaging with the audience.
- Implemented traffic generation strategies such as optimizing Facebook page URL, providing FAQs, and joining relevant groups to increase reach and engagement.
- Utilized advanced SEO techniques including keyword research, on-page optimization, and off-page activities to drive organic traffic to the website.
- Employed tools like Google Analytics and Google Search Console to analyze website performance and make data-driven decisions for optimization.
- Utilized metrics such as impressions, CTR, and keyword positions to refine SEO strategies and enhance website visibility on SERPs.
- Improved website ranking and increased organic traffic by consistently optimizing content and building high-quality backlinks.
- Demonstrated proficiency in identifying target keywords and optimizing website content to attract relevant traffic.
- Stayed updated with the latest SEO trends and algorithm changes to ensure the effectiveness of strategies and long-term success in driving organic traffic and maximizing website performance.

TOOLS

Canva , Facebook ad , creative hub, Fanpage karma , FB Ad Library, Buffer, Meta pixel helper, Ubersuggest, Sem Rush, Search Console, Google Analytics , Moz Bar , Seoptimer, Answer the Public, Google Page Insights, Amadeus, Galileo