
Ekta Shah

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Summary

A competent professional with more than 3 years of experience in SEO; possessing great efficiency, productivity and good communication skills.

Knowledge Bank:

- Web Analytics: Preparing traffic and revenue reports by importing data using Google Analytics and Site Analytics into properly presentable excel format.
- Keyword Research: Researching keywords using tools like Word Tracker, Google Keyword Planner, BrightEdge, etc.
- On-Page Optimization: Meta Tagging, Header Tagging, Content Optimization, Alt tag and hyperlink tag optimization.
- Off Page Optimization: Link Building Outreach, Content Syndication, Press Releases.

Technical Proficiency:

Analytical Tools: Google Analytics, Site Analytics

SEO Tools: Google Webmaster Tools, Google Keyword Planner, Google Trends, Bing Webmaster Tools, Google Trends, Alexa, BrightEdge, MajesticSEO, XENU Broken Link Checker, Screaming Frog.

Working knowledge of HTML and CSS.

Professional Experience

QuinStreet India Software Pvt. Ltd.

May 2015 – Till Date

QuinStreet is an online media organization and a leader in Performance Marketing Technology and Services, consistently delivering right leads to thousands of industry-leading clients.

Work Summary:

Web Producer

As a Web Producer, my role involves managing and growing QuinStreet owned web properties. I am primarily responsible for analyzing key SEO metrics and increasing quality organic traffic, leads (revenue) for the properties.

Key Function Responsibilities as a Producer:

- ✓ Ensuring technical soundness of the sites - conducting content duplication/quality checks, resolving HTML improvement suggestions (meta and header tags), fixing of crawl errors, uploading sitemaps, robots file, canonical tags implementation, page load time optimization, code optimization.
- ✓ Optimizing on page SEO elements.
- ✓ Working closely with the creatives for coming up with design wireframes with a goal towards high-quality UI/UX, working closely with the devs for ensuring efficient translation of wireframes into functional/responsive user interfaces and cross-browser compatibility.
- ✓ Working closely with the content editor for creating well-researched and high quality content for the sites with effective usage of targeted keywords.
- ✓ Developing marketing strategy for content promotion through content syndication, PR, social media outreach.
- ✓ De-constructing competitor SEO best practices.

- ✓ Driving web innovations using market insights, A/B testing, data analysis and usability testing.
- ✓ Monitoring SEO results, optimizing click-through/conversion rates and ensuring continued high search engine rankings.
- ✓ Providing accurate reports and analysis to company management for demonstrating effective return on investment (ROI) and also troubleshooting problems.
- ✓ Researching for new online media opportunities including mobile, social media, development of blogs.
- ✓ Staying abreast with Google updates, latest trends and best practices in online marketing and measurement.

RankUno Interactive Technologies Pvt. Ltd., Pune

June 2013 – May 2015

RankUno is a full time Internet marketing firm based in Pune offering services like Organic (Natural) Search Engine Optimization, Pay-Per-Click Advertising, Content and Social Media Marketing services to improve website's online visibility and performance on search engines.

Work Summary:

Sr. SEO Analyst

As a Senior Analyst, my role involved management of 3 SEO campaigns. Each campaign's objective was to drive organic traffic to the websites through SEO activities. Developing strong understanding of products, competition, industry, marketing goals of the websites; researching on SEO and online marketing best practices for identification of new market opportunities were some essential activities undertaken.

I planned and strategized the activities for myself and my team comprising of two resources.

Key Function Responsibilities as a Sr. SEO Analyst:

- ✓ Team Management - Weekly task planning, training and guiding the team, performance evaluation and feedback process to the resources working with me.
- ✓ Client Management - Consulting, qualitative and timely deliveries, reporting, managing projects in a way that meets the client's business objectives.
- ✓ Campaign Management - Monthly planning of all activities based on the SEO strategies for each campaign along with the CEO and the Account manager.

Key Function Responsibilities as a SEO Analyst:

- ✓ Technical SEO
 - Website Hygiene: Reporting on the website hygiene - giving recommendations on 301 redirects, canonical redirects, broken links fixation, creating & submitting robots.txt and sitemaps on webmaster tools.
- ✓ On Page Optimization
 - Keyword Research: Researching keywords using tools like GWT and Google Keyword Planner with less competition and high search volume.
 - On-Page Suggestions: Giving meta tags and content optimization suggestions.
 - Keyword Analysis: Preparing a keyword and content optimization strategy by tracking performing keywords using SEO performance tools.
 - Landing Page Analysis: Preparing landing page optimization strategy by performing client and competitor landing pages analysis.
- ✓ Off Page Optimization
 - Link Building: Planning, executing and managing link building strategy plan & online brand management strategy plan by working closely with the content team. Preparing link acquisition reports on a monthly basis. Performing competitor backlink analysis and finding link harvesting opportunities. Converting brand citations to hyperlinks.
- ✓ SEO Reporting
 - Web Analytics: Generating performance, traffic analysis and ranking reports on a weekly basis using tools like Google Analytics and other SEO performance tools, delivering them in well formatted excel report and powerpoint presentation.

Tender Leaves Books Pvt. Ltd., Pune (Internship)

June 2012 – July 2012

Tender Leaves was an online library in Pune. It used to provide book rental services to customers. Corporates used to outsource their library function to them.

Work Summary:

Sales and Marketing Executive

I was responsible for increasing the brand awareness of the company and acquiring clients in various business segments.

Key Responsibilities:

- ✓ Competitor Analysis
- ✓ Market Research
- ✓ Client Acquisition
- ✓ Brand Promotion

Education

Course	University/Board	Percentage	Passing Year
P.G.D.M. (Marketing)	I.M.D.R., Deccan Education Society	61.39%	2013
B.B.A.	Pune University	62.12%	2011
H.S.C.	Maharashtra Board	79.00%	2008
S.S.C.	Maharashtra Board	83.60%	2006

Personal Information

D.O.B.: 12th April 1990

Marital Status: Single

Nationality: Indian

Hobbies and Interests: Volunteering in the field of teaching/education

Languages known: English, Marathi, Hindi, Gujarati