

# Dharmendra Shaw

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## SUMMARY

As an SEO Specialist. I am skilled in analyzing and improving the online visibility and search engine rankings of websites. My expertise lies in implementing complete SEO strategies, conducting keyword research, analyzing website traffic and user behaviour, site audits, and creating and executing link-building strategies.

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## EXPERIENCE

### Search Engine Optimization Specialist

Agile Infomix

March 2023 – Present, Guwahati, Assam, India · On-site

- Optimized web content for improved search engine visibility, using keyword research, HTML tags, link building, and other SEO best practices.
- Conducted on-page optimization activities such as meta tag creation and updates, page title updates, and URL rewrites. internal linking structures.
- Collaborated with development teams to troubleshoot technical issues related to site speed optimization or canonicalization errors that may be impacting organic search performance.
- Researched competitor backlink profiles to identify new link-building opportunities through outreach programs.
- Provided monthly reports outlining progress against established KPIs for all SEO efforts undertaken over the previous month.
- Conducted on-page optimization activities such as meta tag creation and updates, page title updates, URL rewrites, and internal linking structures. responsible for improving website organic visibility through comprehensive keyword research, backlink development, competitive analysis, and content optimization, resulting in a 200% increase in organic traffic.

### Search Engine Optimization Executive

Prag News

December 2021 – July 2022, Guwahati, Assam, India · On-site

- Conducted keyword research to determine the most effective target terms for SEO campaigns.
- Performed competitor analysis of websites to identify potential areas of improvement.
- Developed and implemented SEO strategies to increase organic search engine rankings.
- Implemented link-building strategies such as guest post submissions, article submissions, and business listings.
- Optimized website content and structure for maximum visibility in search engines.

### SEO Intern

Ozsoft India Pvt. Ltd.

October 2021 – November 2023, Guwahati, Assam, India · Remote

- Implemented optimization strategies such as on-page and off-page SEO, keyword analysis, content optimization, and competitor analysis to increase website organic traffic.
- Utilized tools such as Google Search Console, SEMrush, Ahrefs, Screaming Frog.
- Reviewed websites for broken links or errors affecting user experience or indexing issues

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## EDUCATION

### Bachelor of Arts (B.A.), History

Bongaigaon College · June 2017 · A

### Matriculation, Geography

Trinity High School · January 2012 · A

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## CERTIFICATIONS

### Certified SEO

HubSpot Academy • 2023

## SEO Toolkit Exam for Advanced Semrush Users

SEMrush Academy • 2022

## Semrush SEO Toolkit Exam

SEMrush Academy • 2022

## Introduction to SEO

Wordpress • 2021

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## SKILLS

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**Industry Knowledge:** Keyword Research, E-commerce SEO, SEO Audits, Content Strategy, Link Building, Local SEO, Technical SEO, Off-Page SEO, On-Page SEO, Search Engine Optimization (SEO), Google Merchant Center, Google Search Console, Bing Webmaster, Google Analytics 4, International SEO

**Tools & Technologies:** Google Search Console, Google Analytics 4, WordPress, SEMrush, Ahrefs, Screaming Frog, Uber Suggest

**Languages:** Assamese, Bengali, English, Hindi