

MAHESH KUMAR

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Summary:

- **SEO Expert:** Skilled in On-Page SEO, Off-Page SEO, Technical SEO, and optimizing website speed for Google ranking.
- **Experience:** 1.7 years as Is SEO Executive and WordPress Website SEO Specialist.
- **Project Experience:** Increased website visibility and traffic for clients in Fashion, Law, Sportswear, and Web Development industries etc.
- **Certifications:** Holds certifications in SEO and Email Marketing.
- **Technical Skills:** Proficient in Google Search Console, Google Analytics, HTML & CSS for SEO, MS Office 365, and Windows Operating Systems.
- **Educational Qualifications:** Holds a BA degree.
- **Strong Work Ethic:** Eager to learn, develop skills, and contribute to a growing organization.
- **Communication Skills:** Fluent in English and Hindi.

Certification:

- Certification course in SEO.
- Certification course in Email Marketing.

Experience

Ayanshtech solutions

11/2022 – Present

SEO Executive

- Develop and execute effective SEO strategies to drive organic traffic and improve website rankings.
- Conduct keyword research to identify relevant and high-performing keywords for content optimization.
- Optimize website content, including landing pages, blog articles, and product descriptions, for search engines and user engagement.
- Conduct on-page and off-page optimization, including link building, to improve website visibility and authority.
- Monitor website performance using SEO tools and analytics platforms, such as Google Analytics and Search Console, to track key metrics and identify areas for improvement.
- Perform regular website audits to identify technical issues, improve site speed, and ensure proper indexing by search engines.
- Stay up-to-date with industry trends and search engine algorithm changes to adapt SEO strategies accordingly.

- Collaborate with content creators, web developers, and designers to ensure SEO best practices are implemented throughout the website.
- Analyze competitors' SEO strategies and identify opportunities to stay ahead in organic search rankings.
- Generate reports and present findings to the marketing team and management to showcase the impact of SEO efforts.

Education:

Mahatma Gandhi Kashi Vidyapith University, Varanasi
Bachelor of Arts (B.A)

2016 – 2019

- Bachelor of Arts (English, Hindi, Psychology)

Projects:

| Customer | Industry | Responsibility |
|-----------------|---------------------|--|
| Ozzie Small | Fashion Producer | Functional Consultant – On Page, Off Page SEO, Technical SEO and Optimizing Page Speed |
| Mc Alvine | Law Tax Service | Functional Consultant – On Page, Off Page SEO, Technical SEO and Optimizing Page Speed |
| Indress Paul | Sports wear | Functional Consultant – On Page, Off Page SEO, Technical SEO and Optimizing Page Speed |
| Dtruetech | Website development | Functional Consultant – On Page, Off Page SEO, Technical SEO and Optimizing Page Speed |

Skills:

| | |
|---|---|
| SEO (On-Page SEO, Technical SEO, Off-Page SEO) | On-Page SEO: Optimizing website content, structure, and code for search engines. Technical SEO: Ensuring a website is crawl able and index able by search engines. Off-Page SEO: Building backlinks and increasing website authority. |
| Google Search Console | Track website traffic and ranking for keywords. Identify and fix technical SEO issues. Submit sitemaps and monitor indexing. |
| Google Analytics | Track website traffic sources and user demographics. Analyze website content performance. Identify areas for improvement. |
| HTML & CSS for Website SEO | Understanding and using basic HTML and CSS code can help with on-page SEO optimization. This includes: Optimizing title tags, meta descriptions, and header tags. Improving website structure and internal linking. |
| WordPress Website SEO | Utilizing SEO plugins and tools. Optimizing content for relevant keywords. Building a fast and mobile-friendly website. |
| Microsoft Office 365 | Microsoft Word (Page setup, Comparing and merging documents, Creating forms using fields and advanced tools, Creating and using templates, Sharing and protecting documents, Tracking changes, Creating labels, Formatting table). Microsoft Power Point, Word Press, Photo Shop, and Canva. |
| Operating Systems Windows 7, 8, 10 & 11 | Operating Systems Windows 7, 8, 10 & 11 Familiarity with various Windows operating systems for basic computer operations. |