Priya Sarode

SEO Analyst

My Contact

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Education & Certifications

- Bachelor's in Political Science – School of Physical Education (2016 - 2019)
- Higher Secondary – Shri Vaishnav Kanya Vidyalaya (2013 - 2015)
- Certificate in Stenography – Industrial Training Institute (2017)

📜 Google Analytics Certification
📜 SEMrush International SEO Certification
📜 Building a B2B Content Marketing Strategy

Skills & Expertise

- SEO & Digital Marketing – On-page & off-page SEO, competitor analysis, link-building.
- Keyword Research & Strategy – Google Keyword Planner, long-tail keyword targeting.
- SEO Tools & Analytics – Google Analytics, SEMrush, Ahrefs, Screaming Frog.
- Technical SEO – Site audits, mobile optimization, speed improvement.
- Content Optimization – Meta tags, headers, keyword placement.
- Performance Tracking & Reporting – Google Search Console, ranking report

About Me

Passionate and results-driven SEO Analyst with over 4+ years of experience optimizing websites, increasing search engine visibility, and driving organic growth. Adept at Google Analytics, SEMrush, Ahrefs, Moz, and Google Search Console to analyze trends and enhance digital strategies.

Work Experience

ITDwell Technologies. | SEO Analyst
2022 – Present

- Conduct thorough keyword research using tools like Google Keyword Planner, SEMrush, or Ahrefs.
- Analyze keyword trends, search volume, and competition to optimize content strategy.
- Proficient in SEO tools such as Google Analytics, Google Search Console, Moz, Ahrefs, SEMrush, and Screaming Frog.
- Use these tools for tracking performance, identifying issues, and gathering insights.
- Implement on-page SEO best practices, including meta tags, headers, and internal linking.
- Optimize content for target keywords to improve search engine rankings and user experience.
- Conduct site audits to identify and resolve technical issues like site speed, mobile-friendliness, and crawl errors.
- Use tools like Screaming Frog and Google Search Console for technical analysis.
- Generate regular SEO performance reports using Google Analytics and other reporting tools.
- Analyze data to track key metrics such as organic traffic, keyword rankings, and conversion rates.
- Provide actionable insights and recommendations based on report findings to improve SEO strategies.
- Monitor competitor SEO strategies and performance.
- Identify opportunities and threats based on competitor analysis to refine SEO tactics.
- Collaborate with content creators to ensure content is optimized for SEO and aligns with keyword strategies.
- Analyze content performance and make recommendations for improvements.
- Stay updated on SEO trends and algorithm changes to adapt strategies accordingly.
- Implement best practices and innovative techniques to stay ahead of industry developments.

Key Projects

📌 www.sencha.com – Conducted full SEO audit, improved site performance.

📌 www.viprealtyinfo.com – Developed keyword strategies, increased traffic.

📌 bulldogsteelstructures.com – Strengthened backlink profile.

📌 lansa.com – Resolved technical SEO issues, improved rankings.

Expertise in SEO Tools

- Google Search Console – Performance tracking, indexing, and website monitoring.
- Google Analytics – In-depth traffic analysis and performance insights.
- SEMrush – Competitor analysis, keyword research, and backlink tracking.
- Ahrefs – Comprehensive backlink analysis and keyword tracking.
- Moz Pro – Domain authority tracking, keyword research, and rank tracking.
- Screaming Frog – Website crawling and technical SEO analysis.
- Yoast SEO – WordPress plugin for on-page - SEO optimization.
- Google Keyword Planner – Keyword research and forecasting.

Freelance Content Writer (SEO-Focused)

SSSi Tutorial | 2019 – 2024

- Identify high-traffic, relevant keywords and phrases that align with your content goals and audience intent.
- Place primary and secondary keywords naturally within headings, subheadings, and body text to optimize content for search engines without compromising readability.
- Incorporate specific, long-tail keywords to target niche audiences and capture more qualified traffic.
- Write compelling meta titles and descriptions that include target keywords and entice users to click through from search results.
- Link to relevant internal pages to enhance user experience, distribute page authority, and improve site navigation.
- Track the effectiveness of keywords and adjust strategies based on performance metrics and SEO analytics.
- Avoid keyword stuffing by maintaining a natural and balanced use of keywords throughout the content.
- Refresh and update content to keep it relevant and aligned with current SEO trends and keyword strategies.

Content Writer

Exams Solution | 2019 – 2020

- Use deep subject knowledge to create and review mock test questions.
- Verify that questions align with current standards and best practices.
- Stay updated on industry trends to reflect relevant changes in questions.
- Ensure questions are appropriately challenging for the target audience.
- Review and refine questions for precision and unambiguity.