

# Aditi Sharma

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## **Summary:**

SEO Analyst with more than 7 years of experience in Digital Marketing including Content Writing, SEO, SMO, Google Search and Google Analytics.

## **Skills:**

- Excel in Search Engine Optimization
- Knowledge of SEO Tools like ahref, semrush.
- Google AdSense
- Content Writing
- Knowledge of Wordpress
- Knowledge of AffiliateMarketing
- Reports generation and analysis
- Microsoft Office

## **Employment History:**

**SEO Professional | KOL Limited**

**January 2020- till date**

### **Role & Responsibilities:-**

- Create on-site and off-site SEO strategies.
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings.
- Analyze the Competitor websites through the Digital marketing Tools like SEMRush, Ahref.
- Monitor Google analytics dashboards and reports in order to develop and recommend SEO strategies.
- Work with Content writers to drive SEO in content creation and content programming.
- Detailed keyword research according to the latest keyword strategies.
- Monitor significant Google algorithmic changes.
- Develop and implement link building strategy.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

**SEO Executive | AS Clout Pvt. Ltd, Jaipur Rajasthan**

**December 2018- October 2019**

### **Role & Responsibilities:**

- Conduct on-site and off-site analysis of your clients' SEO competitors.
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings.
- Research and administer social media tools in support of clients' social media strategy.

- Monitor and evaluate Google analytics dashboards and reports in order to develop and recommend SEO strategies.
- Work with editorial and marketing teams to drive SEO in content creation and content programming.
- Create on-site and off-site SEO strategies for client.
- Contribute to the company's blog.
- Detailed keyword research according to the latest keyword strategies.
- Monitor significant Google algorithmic changes.
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

**Senior SEO Analyst** | Letsfly Webtech Pvt. Ltd, Jaipur Rajasthan

**October 2014- December 2018**

**Role & Responsibilities:**

- Webmaster Creation and Analysis.
- Using programs such as Google Analytics to compile regular performance reports.
- Carrying out detailed keyword research according to the latest keyword strategies.
- On-site and off-site SEO for Company Blogs and Youtube Channel.
- Conducting on-site and off-site analysis of our clients.
- Assisting the content team in the creation of high quality SEO content.
- Paying particular attention to any significant Google algorithmic changes.
- Analyze competitor sites to learn what they are doing to improve their rankings.

**Education:**

**B.Tech-2013**

JAIPUR INSTITUTE OF ENGINEERING AND TECHNOLOGY, KUKAS

Computer Science

**Hobbies & Interests:**

- Travelling
- Cooking

**Personnel Details:**

**Date of Birth:** 2nd May 1991

**Permanent Address:** 63, Patel Nagar, Heerapura, Ajmer Road Jaipur