

AISHWARYA PANJWANI (OFF- PAGE SPECIALIST)

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CAREER OBJECTIVE

Eager and motivated SEO Specialist with knowledge of on-page and off-page SEO techniques. Seeking a position in a dynamic organization where I can apply my knowledge, learn from seasoned professionals, and contribute to enhancing online visibility and search engine rankings.

PROFESSIONAL EXPERIENCE

Off-Page SEO Specialist | [HELFINCH], [GURGAON] | [AUGUST/2023] – Present

Off-Page SEO Specialist | [L&T SuFin], [Mumbai] | [August/2023] - Present

- Develop and implement comprehensive off-page SEO strategies to boost organic search rankings for clients.
- Conduct thorough backlink analysis and execute link-building campaigns to increase the domain authority of client websites.
- Monitor and analyze website performance using tools such as Google Analytics, Moz, and Ahrefs, providing regular reports and insights to clients.
- Conducted on-page and off-page SEO audits, identifying areas for improvement and implementing changes to optimize website performance.
- Researched and analyzed keywords to optimize website content for search engines.
- **Link Building:** Proven expertise in building high-quality backlinks through ethical and effective link-building strategies. (BLOGGING, GUEST POSTING, URL BOOKMARKING, PROFILE CREATION, CLASSIFIED ADS, IMAGE SUBMISSION) **created 2000 + backlinks**
- **Google ads specialist** (strong knowledge of google ads)
- **Analytics:** Skilled in using tools such as Google Analytics, Moz, Ahrefs, and other SEO tools to analyze website performance.

EDUCATION

DEGREE	BOARD/UNIVERSITY
Advance Digital Marketing	Delhi institute Of Digital Marketing
Digital Marketing and Analytics	ISB (HYDERABAD)
MBA	IPER (BHOPAL)
BBA	JLU (BHOPAL)
12 TH	CBSE
10 TH	CBSE

SKILLS

KEYWORD RESEARCH

- Ability to identify relevant keywords based on industry, target audience, and search intent.⁸
- Knowledge of keyword research tools such as Google Keyword Planner, Semrush, Ahrefs, and Moz.

ON-PAGE SEO

- Understanding of on-page optimization factors including meta tags, headers, URL structure, and content optimization.
- Skill in optimizing website content for target keywords and improving overall user experience

OFF-PAGE SEO

- Proficiency in building high-quality backlinks through ethical link-building strategies.
- Knowledge of social media marketing and its impact on off-page SEO.

TECHNICAL SEO

- Familiarity with technical aspects of SEO, including website crawling, indexing, and XML sitemaps.
- Ability to identify and fix issues related to website speed, mobile responsiveness, and crawl errors

CONTENT CREATION AND OPTIMIZATION

- Skill in creating and optimizing content that aligns with SEO best practices.
- Understanding of the importance of fresh, relevant, and engaging content for search engine rankings.

Analytics

- Proficient use of web analytics tools like Google Analytics to monitor website traffic and user behavior
- Ability to analyze data, draw insights, and make data-driven decisions to improve SEO performance.

PERSONAL DETAILS

Father's name- Mr. Omprakash Panjwani

DOB-10th August,1999

Location- Delhi

