



# UDIT PANDYA

## SEO SPECIALIST



### ABOUT ME

Hello, I'm Udit Pandya, Dedicated and results-oriented SEO Executive with a strong expertise in off-page optimization and a solid foundation in on-page SEO techniques. Proficient in executing link-building strategies, outreach campaigns, and improving website authority to enhance search engine rankings. Skilled in keyword research, content optimization, and competitor analysis, with a focus on driving organic traffic and boosting online visibility.



### CONTACT



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Surat, Gujarat, India



[UDIT PANDYA](#)



### EDUCATION

**Bachelor of Business Administration**

**M. K. Bhavnagar University**

2011-2014

Bhavnagar, Gujarat, India

**Master of Business Administration**

**M. K. Bhavnagar University**

2015-2017

Bhavnagar, Gujarat, India



### EXPERIENCE

March 2025 - Present | [sassyinfotech.com](#) (Surat - India)

- **Search Engine Optimization Executive**

Aug 2023 - March 2025 | [Upmetrics.co](#) (Surat - India)

- **Search Engine Optimization Executive**

Oct 2022 - July 2023 | [Recurpost.com](#) (Surat - India)

- **Content Marketer**

Oct 2021 - Sep 2022 | [Freelance](#) (Surat - India)

- **Search Engine Optimization Specialist**

July 2017 - Sep 2021 | [99destinations](#) (Bhavnagar - India)

- **Senior Executive - Sale & operations**



### SKILLS

#### Off-Page SEO

- Link Building
- Guest Posting
- Email Outreach
- Broken Link Building
- Content Marketing
- Reviews Submission

#### On-Page SEO

- Keyword Research
- Competitor analysis,
- content planning & optimizations - Internal & External Linking, URL, meta title & descriptions, Alt Text, Image optimizations, etc



### LANGUAGE

- English - Full professional proficiency
- Hindi - Full professional proficiency
- Gujarati - Native or bilingual proficiency