Contact

Phone

91+7078560678

Email

yashikachauhan065@gmail.com

Linkedin
linkedin.com/in/yashika-c-203958215

Education

2020-2024

B.Tech Biotechnology
Graphic Era Deemed University
CGPA- 8.6/10

2019-2020
Class XII- 7.6/10
Holy Ganges Public School

2018-2019
Class X- 7.3/10
Holy Ganges Public School

Language

English

Hindi

Yashika Chauhan
SEO Specialist

Highly motivated Fresher SEO with a passion for driving organic search traffic and improving website performance. Skilled in conducting extensive keyword research, developing successful link building strategies, and analyzing competitor SEO tactics. Proven track record of increasing website traffic by up to 25% through optimized content, meta tags, and titles.

Experience

March 2023 - May 2023
BizConnect

SEO Specialist

- Collaborated with the SEO team to conduct keyword research and competitive analysis to identify opportunities for website optimization.
- Assisted in on-page SEO activities, including optimizing meta tags, headings, and content for improved search engine visibility.
- Conducted regular website audits to identify technical issues and worked with the development team to implement solutions.
- Monitored website performance using Google Analytics and other SEO tools to track key metrics and identify areas for improvement.
- Assisted in creating and optimizing content for blogs, landing pages, and product descriptions to improve organic search rankings.
- Contributed to link-building strategies by researching and reaching out to potential link partners.
- Stayed updated with industry trends and algorithm changes to ensure compliance with best SEO practices.

Expertise

- On-Page and Off-Page SEO
- Keyword Research and Analysis
- Technical SEO and Website Audits
- Google Analytics and Google Search Console
- Content Optimization
- Link Building
- SEO Tools (e.g., SEMrush, Moz, Ahrefs)
- Basic HTML and CSS
- Microsoft Office Suite (Word, Excel, PowerPoint)

Project

1. Website Optimization Project (Academic)
   - Conducted keyword research to identify high-potential keywords for a mock website.
   - Optimized meta tags, headings, and content to improve on-page SEO.
   - Implemented schema markup to enhance search engine visibility.
   - Monitored website performance using Google Analytics and made data-driven recommendations.
2. Link Building Outreach (Academic)
   - Collaborated with a team to identify authoritative websites for link building opportunities.
   - Crafted outreach emails to request backlinks from relevant websites.
   - Successfully secured backlinks from three high-quality websites.