

# VINIT CHHEDA

## DIGITAL MARKETER

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### SUMMARY

SEO Strategist with a focus on implementing best practices to improve site architecture, enhance user experience, and maximize ROI resulting in measurable traffic and engagement growth.

### TECHNICAL SKILLS

Google Search Console	Content Optimization	On page SEO
Keyword Research	Analytics & Reporting	Structured Data Implementation
Website Audits	Technical SEO	SEO Tools

### PROFESSIONAL EXPERIENCE

#### SEO Analyst , ReachLocal

March 2024 - Present

- Conduct Technical SEO Audits Regularly audit websites to identify issues such as crawl errors, broken links, duplicate content, and other technical problems.
- Optimize Website Structure Ensure the website has a clear and logical structure, including proper use of headers, URLs, and internal linking.
- Enhance Website Speed and Performance Optimize page load times, image sizes, and server response times to improve user experience and search engine rankings.
- Ensure Mobile-Friendliness Make sure the website is responsive and works well on mobile devices.
- Analyze Crawl Data Review crawl reports from tools like Google Search Console to identify and fix issues.
- Implement Structured Data Add schema markup to help search engines understand the content and improve search visibility.
- Monitor and Fix Indexing Issues Ensure that search engines index all important pages and fix any indexing problems.
- Collaborate with Development Teams Work closely with web developers to implement technical SEO changes and ensure website updates do not negatively impact SEO.
- Report and Analyze Performance Create reports on website performance, highlighting key metrics and areas for improvement

#### Associate SEO Consultant , ID8 Media Solutions

August 2023 - Feb 2024

- Conduct in-depth keyword research to identify opportunities for improved rankings.
- Analyze keyword trends and competitor strategies to develop target keyword lists.
- Optimize website content and structure for search engines and user experience.
- Assist in link-building efforts to improve the website's authority.
- Collaborate with the team to develop and execute outreach strategies.
- Identify and resolve technical issues that could impact website performance.
- Collaborate with developers to improve site speed, mobile-friendliness, and crawlability.
- Monitor website performance using tools like Google Analytics Google Console and SEO software.
- Generate and present regular reports on SEO performance.
- Implement meta tags, header tags, and other on-page SEO elements.

- Implementing and developing SEO strategies
- Researching the competitors both on and off-site
- Performing keyword research for
- Optimization of content regularly on the website
- Maintaining the website regularly
- Developing and implementing link-building strategies
- Collaborating with the Digital marketing team
- Improving website performance
- proposing changes on the website
- Staying up to date with the latest Google Algorithm changes

## EDUCATION

### Bachelor OF Management Studies (Marketing) 2019

Chinai College

- Project "Consumer Perception Towards Digital Marketing In India".

### Higher Secondary Certificate (HSC) 2015

Viva College

## ADDITIONAL INFORMATION

- **Languages:** English, Hindi
- **Certifications:** Advance Diploma in Digital Marketing