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📍 Ahmedabad, INDIA

NITIN CHAUHAN

A team-oriented professional with over 2 years of experience in On-Page SEO, Outreach Management, Off-Page SEO and Technical SEO with in a marketing agency and SaaS products.

KEY SKILLS

- ▶ On-Page SEO
- ▶ Competitor Analysis
- ▶ Keyword Research
- ▶ Off-Page SEO
- ▶ Link-Building Campaigns
- ▶ Technical SEO
- ▶ SMO
- ▶ Local SEO Optimization
- ▶ Research & Analysis
- ▶ Blog Management
- ▶ Email Management
- ▶ Guest Posting
- ▶ Process Improvement
- ▶ Brand Promotions
- ▶ SEO Audits & Reports

EDUCATION

- ▶ B.Com from Prin MC Shah Commerce College, Gujarat University, Ahmedabad in 2023
- ▶ 12th from Shree R. J. Patel Shriji Vidhyalaya, Ahmedabad in 2020
- ▶ 10th from Shree R. J. Patel Shriji Vidhyalaya, Ahmedabad in 2018

Tools & Technologies

- ▶ Wordpress
- ▶ Google Analytics
- ▶ Google Search Console
- ▶ Ahref
- ▶ SEMrush
- ▶ GTM
- ▶ Majestic
- ▶ MOZ
- ▶ Screaming Frog

IT SKILLS

- ▶ MS Office Applications- Word, Excel & PowerPoint

PROFILE SUMMARY

- ▶ Proficient in implementing On-Page SEO techniques to optimize website content and structure for improved search engine visibility and user experience.
- ▶ Executed Off-Page SEO strategies, including link-building campaigns and outreach, leading to significant boosts in website traffic and rankings.
- ▶ Well-versed in Technical SEO practices, including website audits, schema markup implementation, and addressing crawlability and indexability issues to ensure maximum search engine performance.
- ▶ Utilized advanced keyword research methods to identify high-value keywords and optimize website content accordingly, driving targeted organic traffic and enhancing online presence.
- ▶ Skilled in meeting deadlines, prioritizing tasks, and adapting strategies for timely, effective results while staying updated with the latest SEO trends.

WORK EXPERIENCE

May'23- Present with Space-O Technologies (Upper) as Outreach Executive (SEO)

Key Result Areas:

- ▶ Identifying potential opportunities to pitch content online, creating effective email pitches to drive traffic to specific pages on the company's blogs
- ▶ Leading the entire Off-Page SEO Efforts for Upper, coordinating targeted link-building campaigns to convince industry influencers to add a citation or link to existing content pieces
- ▶ Analyzing competitor websites to identify and target high-authority sites, resulting in improved metrics such as increased traffic, Domain Authority (DA), and Domain Rating (DR)
- ▶ Amplifying Upper's brand visibility by identifying media contacts and bloggers, conducting email outreach to promote Upper Blogs, and keeping outreach fresh via regular follow-ups
- ▶ Collaborating with high-authority websites (DA50+) to promote Upper blogs, enhancing the website's DA through off-page SEO/organic link-building with tools like Ahrefs, Snov, and Kendo
- ▶ Identifying new link-building strategies that would keep Upper ahead of the competition, finding and qualifying new content opportunities through Ahref for link-building

Jan'23- March'23 with Media NV Pvt Ltd. as SEO Executive

Jan'22- Dec'22 with Triffid Marketing Pvt Ltd. as SEO Executive

Key Result Areas:

- ▶ Implemented comprehensive on-page and off-page strategies to improve website rankings and deliver optimal results for clients across various domains
- ▶ Conducted continuous keyword research and collaborated closely with the web development team to ensure SEO best practices were consistently followed across website content
- ▶ Monitored daily performance metrics using SEO tools like Google Analytics and Ahref to assess the effectiveness of SEO strategies
- ▶ Performed regular website audits to ensure ongoing optimization and identify areas for improvement
- ▶ Managed client social media and website promotion for enhanced online presence
- ▶ Stayed updated on the latest SEO techniques and tools through popular websites and blogs

PERSONAL DETAILS

Languages: English & Hindi

Address: Ahmedabad, Gujarat, INDIA