



PRACHI RUPCHANDANI

SR. SEO EXECUTIVE

Results-driven SEO and Digital Marketing Specialist with expertise in link building, on-page and technical SEO optimization, social media management, web design using WordPress platforms and crafting engaging visual content and social platforms for social platforms. Experienced in using both white hat and black hat SEO strategies to achieve positive digital marketing results.

CORE COMPETENCIES

- Link Building Strategies (Web 2.0s, EDU links, Social Profiles, PBNs)
- On-Page SEO Optimization
- Expired Domain Marketing
- WordPress Website Design and Development
- Technical SEO and Website Performance
- Social Media Management (Quora, Pinterest, Reddit, etc.)
- Forum Engagement and Guest Blogging
- Canva Graphic Design

OSR WEBSERVICES

2019 - PRESENT

WORK EXPERIENCE

LINK BUILDING SPECIALIST (OFF-PAGE SEO)

- Executed various link building strategies including web 2.0s, EDU links, social profiles, bookmarking services, article submissions, image sharing services and EDU blog posts in order to increase website rankings.
- Managed and implemented black hat SEO techniques such as private blog network (PBN) backlinks in order to increase website authority and search visibility.
- Tracked backlink profiles and examined competitor strategies in order to identify new link opportunities.

ON-PAGE SEO SPECIALIST

- Optimized web pages by strategically placing keywords, refining meta tags, and expanding content relevance can significantly boost search engine rankings.
- Conduct SEO audits to identify technical issues and provide suggestions for on-page improvements to optimize user experience and indexation.
- Strong understanding of Google My Business and local SEO strategies.

CONTACT

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EDUCATION MUMBAI UNIVERSITY-

R.K.TALREJA COLLEGE OF ARTS, SCIENCE AND
COMMERCE
DEGREE IN BACHELOR OF COMMERCE

2016-2019

Score: A

HIGHER SECONDARY CERTIFICATE

R.K.TALREJA COLLEGE OF ARTS, SCIENCE AND
COMMERCE

2014-2016

Score: 80%

SECONDARY SCHOOL CERTIFICATE

JHULELAL TRUST SCHOOL

2013-2014

Score: 79.40%

SKILLS

Leadership

Communication

SEO Techniques

Project management

Digital marketing

Graphics

EXPERIENCED IN EXPIRED DOMAIN NAMES

- Domain Metrics Analysis: Utilizing tools like Ahrefs and DAPacheckerPro, we extract and review key metrics, such as Domain Authority (DA), Page Authority (PA), backlink profiles, and spam scores.
- Categorization: Domains are divided into various categories according to niche relevance, quality and strategic value.
- Anchor Text Review: To ensure compliance with SEO best practices and reflect their domain's credibility.
- History Review: A thorough investigation is performed into the domain history, looking into past ownership, content creation practices whether that domain has clean history or any Inappropriate content.
- Client Presentation and Sale: Only domains passing our rigorous checks are offered to clients as digital assets to boost their online presence.

WORDPRESS WEB DESIGNER

- Collaboration between designers and developers to produce visually appealing yet user-friendly WordPress websites.
- Experienced in designing Wordpress homepage through Elementor.

TECHNICAL SEO AND WEBSITE PERFORMANCE SPECIALIST

- Implemented technical SEO practices to optimize website speed, usability and mobile responsiveness.
- Monitor site performance using tools like Google Analytics, making data-driven decisions for optimization.
- Developed and implemented comprehensive content strategies.
- Detailed backlink analysis using tools like Ahrefs to identify and remove toxic links, improving the website's domain authority.
- Analysing Spam domains Of Websites through Ahrefs and analyzed it thoroughly.

SOCIAL MEDIA MANAGER

- Content curation across multiple platforms such as Quora, Pinterest, Reddit, Tumblr and Medium was effectively managed.
- Managed and optimized social media accounts across platforms such as Facebook, Instagram, etc.
- Engaging online communities to build brand recognition and foster customer relationships.

FORUM AND GUEST BLOGGING CONTRIBUTOR

- Active participation in relevant forums, providing expert insights and creating community trust.
- Securing guest blogging opportunities to generate quality backlinks and raise domain authority.
- Guest post opportunities on reputable industry websites, enhancing brand credibility and inbound link profile.