

Rajinder Singh

SEO Expert/Outreach Specialist

PROFESSIONAL STATEMENT

Passionate and dedicated Search Engine Optimization Specialist, well acquainted with keyword research techniques. Ability to address client needs and deliver the desired results keeping budget in mind. Proven track record in successful lead generation, online brand positioning, online reputation management, and higher visibility.

SKILLS

- Perform keyword research and analysis
- Perform content audits and technical audits
- Track, report, and analyze website analytics
- Research websites for outreach opportunities
- Assign SEO-friendly article topics to editorial teams
- Optimize landing pages for search engine optimization
- Knowledge of ranking factors and search engine algorithms
- Mapping existing and new content to Content Conversion Funnel
- Research and implement content recommendations for organic SEO
- Identifying the latest industry trends and implementing them in SEO campaigns
- Experimenting new link-building strategies and look for new sites for link opportunities
- Reach out to website owners for acquiring high-quality links through article contribution
- Monitor and analyze client backlinks and keyword rankings through digital tools like Ahrefs
- Execute daily strategies to acquire links toward client's websites for better ranking on Google
- Coordinate and communicate with marketing and editorial teams to drive SEO best practices in content creation
- Recommend changes to website structure, content, and linking to improve SEO position for target keywords

HIGHLIGHTS

- Attention to detail
- Ability to work under pressure
- Capable to handle multiple projects effectively
- Understanding of performance marketing
- Customer conversion and acquisition skills

SEO TOOLS

- Semrush, Ahref
- Google Analytics
- Google Tag Manager
- Google Keyword Planner
- Google Search Console
- Mailchimp

CERTIFICATES & TRAININGS

Search Engine Optimization Training
WS CubeTech, New Delhi, India

25 May 2023

Data Analyst Certificate
Google

July 2022

Diploma in Hotel & Restaurant Services
Dimensions College, Singapore

Apr 2013 – Apr 2014