

# Sagar Gupta

## SEO Analyst

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## About Me

With 3.5 years of experience in SEO, I specialize in **keyword research, on-page and off-page optimization, and technical SEO** to boost search engine rankings and drive traffic. Proficient in **SEO analytics and tracking tools**, I deliver data-driven strategies that enhance online visibility. My expertise in **content creation, local SEO, and collaborative team leadership** ensures successful, results-oriented campaigns that meet client goals.

## Experience

Sep 2024 – Present

### RAFTLABS TECHNOLOGIES

#### SEO ANALYST

Boosted organic traffic for IT Tech pages like martech services & loyalty development services through optimized SEO strategies.

Optimized RAFTLABS Website with strategic keywords, Right Title and humized content to enhance website traffic.

Managed on-page and off-page SEO activities for website, included Traffic, ranking, DA, healthscore.

Utilized SEO tools like SEMrush, Ahrefs, and MOZ, and managed Google Search Console and Analytics for reporting.

### APPINVENTIV TECHNOLOGIES

Mar 2024 – Aug 24

#### SEO Executive

- Boosted organic traffic and leads for in-house IT services pages through strategic SEO efforts. Optimized website using targeted keywords, improved UI, and web speed, enhancing overall user experience. Managed on-page SEO and blogs for IT services like Business Intelligence and Data Analytics. Led off-page SEO activities, utilizing tools such as SEMrush, Ahrefs, and MOZ for comprehensive analysis. Conducted competitor research and coordinated with content writers, designers, and marketing teams. Managed Google Search Console and Analytics to track and report on website performance. Executed content marketing strategies to generate IT services leads from the USA.

May 2022 – Feb 2024

### PHONATO STUDIOS

#### SEO Analyst (RNF Technologies)

Boosted organic traffic for B2C products like Social Casino games and medical apps through optimized SEO strategies.

Optimized app store listings with strategic keywords, compelling visuals, and positive reviews to enhance visibility.

Managed on-page and off-page SEO activities for various products, including casino games and medical apps.

Utilized SEO tools like SEMrush, Ahrefs, and MOZ, and managed Google Search Console and Analytics for reporting.

## SEO Executive

Oct 2021 – Apr 2022

- Developed dynamic SEO strategies to improve website ranking on SERP within the financial niche.
- Managed on-page and off-page SEO activities, including guest posts and premium link building.
- Led a team by assigning daily tasks and ensuring alignment with SEO goals.
- Prepared and presented weekly website reports to clients, ensuring satisfaction and transparency.

## SEO Trainee

Jul 2021 – Oct 2021

- Gained practical understanding of SEO concepts and fundamentals of link building.
- Created backlinks through article submissions, Q&A, commenting, classifieds, business listings, and guest posts.
- Developed skills in making do-follow and no-follow links, contributing to improved website ranking.

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## Education

### **B.Tech**

Year of completion – 2020

*Krishna Engineering College,  
Mohan Nagar Ghaziabad*

### **Fundamentals of Digital Marketing Course,**

2019

*Ducait Institute Ghaziabad*

### **Core Java**

2019

*Ducait Institute Ghaziabad*

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## Languages

- English
- Hindi

## Technical skills

- Keyword research
- Link building
- Technical SEO
- On-page SEO
- Off-page SEO
- Social media marketing
- MS Office – Excel, Word, Powerpoint
- SaaS SEO strategy
- Ecommerce SEO
- Google Analytics
- Google search console

## Soft Skills

- Communication
- Problem solving
- Attention to detail
- Time-management
- Team player
- Adaptability

## Certifications

- SEO: Optimize your social media by **LinkedIn**
- SEO Strategies by **Great Learning**
- Navigating On-Page and Technical SEO: A Semrush Deep Dive by **Semrush**
- Keyword Research with Semrush: A Step-by-Step Guide by **Semrush**
- How to Boost Lead Generation with SEO by **Semrush**