

# CHETAN SANDANSHIV

SEO Specialist



+91 9737840728



chetansandanshiv@gmail.com



Udhana, Surat 394210

## EDUCATION

### Bachelor of Engineering (Comp)

R. C. Patel Institute of  
Technology Shirpur, MH [NMU]

2013 - 2017

## EXPERTISE

On-page SEO  
Off-page SEO  
Technical SEO  
SEO Auditing  
Link Building  
Local SEO  
ToFu Content  
MoFu Content  
BoFu Content  
Keyword Research  
Competitor Analysis

## Profile

Experienced as an SEO specialist over the 5+ with a proven track record of optimizing website performance and driving organic traffic growth. Proficient in on-page and off-page SEO techniques, keyword research, content optimization, and more. Skilled in utilizing analytics tools to track performance and make data-driven decisions. Passionate about staying updated with the latest trends and algorithms in search engine optimization.

## Work Experience

Nov 2018 - Nov 2020 (Including 1 Year Training)

**Freya Infosys** - Website Design Company Surat India

### SEO Executive

- Enhanced brand awareness through comprehensive SEO activities, driving visibility and engagement.
- Conducted keyword research and analysis to identify opportunities for content optimization.
- Supported link-building efforts by identifying relevant websites for outreach.
- Assisted senior SEO specialists in implementing on-page and off-page SEO strategies.

Nov 2020 - Nov 2023

**Ebrandz LLP** - Digital Marketing Agency in Mumbai, IN

### SEO Executive

- Conducted keyword research and competitor analysis to identify opportunities for organic traffic growth.
- Conducted an SEO audit for the website and identified several areas for improvement to increase search engine rankings and organic traffic.
- Optimize on-page activities such as constructing title tags, writing meta descriptions, adding ALT tags, optimizing content, and creating internal links.
- Optimising Off-page activities like Social Bookmarking, Directory Submission, Blog Commenting,

## TOOLS

Google Search Console  
Google Analytics 4  
Ahref Tool  
Semrush Tool  
KWFinder  
Screaming Frog

## LANGUAGE

English  
Gujarati  
Hindi  
Marathi

## INDUSTRY

Chiropractors  
Law Firm  
House Painting Service  
Salon Service  
Rental Service  
Insurance Service  
Plumbing Service  
Cannabis Industry

## ADDITIONAL SKILL

HTML  
CSS  
Bootstrap 4

Article Submission, Local submission, Link Building, PR submission, Coupon submission, etc...

- Additional conduct off-page activity like Video script, Video submission, PPT submission, Image Submission, QA submission, GMB Posting, etc...
- Optimizing website technical issues including HTTP errors, broken internal and external links, broken pages, canonical issues, orphaned pages, etc...
- Created, edit & managed content for client websites and ensured the content was optimized, updated & monitored regularly.
- Collect and analyze SEO-related data from multiple sources, including Google Analytics, Google Search Console, Semrush, and Ahref tools.
- Provide recommendations and execute strategies for content development concerning keyword-specific SEO goals.
- Analysis and audit of the client website issue to address performance issues. Create a dynamic SEO strategy to exceed market competitors and meet the client's needs.

Nov 2023 - Oct 2024

**VideoSDK**- Software(Product) Company Surat India.

### SEO Specialist

- Developed and implemented a comprehensive content strategy targeting ToFu, MoFu, and BoFu stages, resulting in a significant increase in conversion rates.
- Conducted in-depth keyword research to identify high-intent keywords and optimize BoFu content.
- Optimized landing pages and product pages for both search engines and user experience.
- Collaborated with product and marketing teams to create compelling BoFu content, including case studies, testimonials, and product comparison guides.
- Monitored website performance using Google Analytics and other SEO tools, providing insights and recommendations to improve conversion rates.
- Conducted competitor analysis to identify gaps and opportunities in the market.