

MILAN SAHA

Kolkata , West Bengal
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PROFESSIONAL SUMMARY

Seasoned SEO specialist with a strong interest in the SEO position within your organization. Demonstrated expertise in enhancing organic website traffic and search engine rankings across diverse industries. Exceptional communication and interpersonal skills. Confident in delivering substantial value to the team.

WORK HISTORY

Senior Search Engine Optimization Specialist

Web Ratna LLP - December 2023 - Current

Web Ratna LLP is a US, UK & India-based Digital Marketing Agency that provides all types of services, including Google Ads, Facebook Ads, SEO, Email Marketing & many more.

Key Responsibilities

- Preparing On-Page SEO Strategies
- Perform Keyword Research for the website
- Creation of a monthly roadmap for the client
- Weekly Calls with Clients regarding progress, new SEO strategies, and many more.
- Monthly Meeting with Clients to discuss their upcoming goals
- Prepare Audit Reports for new clients
- Proficient in using a variety of tools on a daily basis, including Screaming Frog, Website Auditor, Rank Tracker, SEMrush, Ahrefs, Mangools, SE Rankings, Google Tag Manager, Google Search Console, and Google Analytics.
- Preparing Monthly Looker Studio Reports
- Extensive experience working on a wide range of projects, including e-commerce platforms (Shopify, WordPress WooCommerce), WordPress websites, and more.
- Proven track record in handling service-based and product-based websites, with a focus on gradually increasing revenue and improving overall site performance.

SEO Specialist

Expand My Business - January 2023 - October 2023

- Conducted keyword research for enhanced SEO. Monitored competitors, keyword rankings, and site metrics.
- Provided recommendations for website improvement. Stayed updated on content marketing best practices.
- Implemented pillar-cluster content strategy. Optimized on-page elements (meta, alt tags, titles).
- Tracked and improved keyword performance monthly. Collaborated with tech, content, and social teams.
- Maintained daily Technical SEO checklist. Managed partnerships for quality backlinks.

SEO Analyst

FUTUREBLINK (OPC) PVT LTD - June 2022 – December 2022

- Managed partnerships for acquiring high-quality backlinks. Oversaw 75+ WordPress blogs and executed SEO strategies.
- Raised domain rating from 0 to 45 in 6 months through successful SEO methods. Continuously optimized keyword usage for improved search performance. Monitored and addressed poor rankings, ensuring ongoing SEO campaign efficacy.
- Launched an affiliate program, increasing domain rating from 0 to 30 in 6 months.
- Produced comprehensive reports on website performance and technical issues.

SKILLS

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|------------------------|-----------------------|
| • SEO Strategy | • Competitor Analysis |
| • Keyword Research | • Content Marketing |
| • On-Page and Off-Page | • Technical SEO |
| • Link Building | • Data Analysis |

- Team Collaboration
- Communication - Local SEO

EDUCATION

Bachelor of Arts - University Name – N.S.O.U

ACCOMPLISHMENTS

- SemRush Keyword Research Course
- Semrush Backlink Management Exam
- Google Ads Display Certification (Skillshop)
- Google Ads Search Campaign (Coursera)
- Google Digital Garage