

# SURYAM TYAGI

## SEO Technical Analyst

suryam17t@gmail.com  
+91 7800024422



### Professional Summary:

- A professional with 5+ years of experience in Search Engine Optimization, including On-Page and Off-page SEO, Technical SEO, and YouTube SEO
- Have experience in handling domestic and international clients (US based)
- Skilled in marketing business to achieve objectives such as lead generation, high online visibility and online reputation management
- Proficient in SEO activities like content optimization, website structure, competitor analysis and similar other activities

### Professional Experience:

<b>SEO Technical Analyst</b>	Jade Global Software Pvt. Ltd, Pune (Aug 2022- Currently Working)
<b>SEO Executive</b>	Lyxel Labs Pvt. Ltd, Gurugram (Nov 2020 – Aug 2022)
<b>Digital Marketing Executive</b>	Digihive Pvt. Ltd, Lucknow (May 2020 – Nov 2020)
<b>SEO Executive</b>	One Corp Pvt. Ltd, Lucknow (Sept 2019 – May 2020)

### Skills & Competencies:

Setup	On-Page SEO	Technical SEO	Off-page SEO
<ul style="list-style-type: none"><li>• Business Understanding</li><li>• SEO Analysis</li><li>• Keyword Research</li><li>• Keyword Finalization</li><li>• Keyword Mapping</li><li>• GA4, GSC Setup</li><li>• Bing Webmasters</li><li>• Reporting Tool Looker Studio and SEMrush Agency Reporting Tools</li></ul>	<ul style="list-style-type: none"><li>• Meta Tags</li><li>• Heading Tags</li><li>• Navigation &amp; CTAs</li><li>• Internal Linking</li><li>• Keyword Incorporation</li><li>• URL Optimization</li><li>• Webpage Content</li><li>• FAQs</li><li>• Image Optimization</li><li>• ALT Texts</li><li>• OG Tags</li><li>• HTML Sitemap</li><li>• Blog Optimization</li></ul>	<ul style="list-style-type: none"><li>• Crawling issues</li><li>• Index-ability</li><li>• Interlinking</li><li>• Broken links</li><li>• Duplicate Content Issues</li><li>• URL structure optimization</li><li>• Structure data (Schema Markup)</li><li>• Site Navigation Optimization</li><li>• Optimizing and Fixing Sitemap Issues</li><li>• Heading Structure Optimization</li><li>• Accessibility Optimization</li><li>• Core Web Vitals</li></ul>	<ul style="list-style-type: none"><li>• Bookmarking</li><li>• Image Sharing</li><li>• Q/A</li><li>• Business Listings</li><li>• Guest Posts</li><li>• Toxicity Issues</li><li>• External Blogs</li><li>• Forums</li><li>• Backlink Analysis</li><li>• Infographics</li><li>• Videos, PDFs</li><li>• Search Engine Submission</li></ul>

<b>Platforms/Tools</b>	Google Search Console, Keyword Planner, keywordtool.io, Google Analytics 4, Moz Pro, SEMrush, Similar web, AHREFs, YouTube Studio, Screaming Frog, Level Access and Web Accessibility Evaluation Tools  <b>Reporting Tools:</b> Looker Studio (Google Data Studio), SEMrush Reporting Agency, Reporting Tool.	
<b>YouTube SEO</b>	<ul style="list-style-type: none"> <li>• Channel Optimization</li> <li>• Videos Optimization</li> <li>• Tags Optimization</li> <li>• Playlist Optimization</li> </ul>	<ul style="list-style-type: none"> <li>• YouTube Studio</li> <li>• Audience Behavior</li> <li>• Video Performance</li> <li>• Competitor Analysis</li> </ul>

**Additional Skills:** Basic Understanding of HTML, CSS and JS

## PROFESSIONAL CAREER

**Jade Global Software Pvt. Ltd. - Pune, Maharashtra** (*Aug 2022 – Present*)

### SEO Technical Analyst

- Index-ability issues and crawling issues, Interlinking and link building
- Developing and implementing effective search engine optimization (SEO) strategies
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Technical SEO Optimization and Accessibility optimization
- Perform keyword research in coordination with business objectives to optimize existing content and uncover new opportunities
- Worked on CMS platforms like WordPress, Magento and Drupal
- Created reports using data visualization tools like Looker Studio
- Developed and implement link building strategies
- Hands on website migration without losing organic traffic

---

**Lyxel Labs Pvt. Ltd. – Gurugram, Haryana** (Lyxel&Flamingo) (*Nov 2020 – Aug 2022*)

### SEO Executive

- Responsible for On Page SEO, Off Page SEO, ASO, and YouTube Optimization
- Managed and handled client communications
- Created proposals and renewal deck for the clients
- Monthly reporting for keyword performance and the website traffic reporting via GA
- Planned, developed and implemented SEO strategy, as per the latest trends and guidelines of search engines

**Projects Handled:-**

- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"><li>• Joy of Running by ASICS</li><li>• Delta Faucets</li><li>• Japan National Tourism Org. (JNTO)</li><li>• FURO Sports by Red Chief</li></ul> | <ul style="list-style-type: none"><li>• Colorbar Cosmetics</li><li>• Boddess Beauty</li><li>• Total Environment</li><li>• Blackberrys Menswear</li><li>• The Body Shop</li><li>• Top Chop India</li></ul> | <ul style="list-style-type: none"><li>• Muvin</li><li>• SRL Diagnostics</li><li>• Joy Of Running</li><li>• Fixcraft</li><li>• Biotique</li></ul> |
|---|---|--|

---

**Digihive Pvt. Ltd. – Lucknow, Uttar Pradesh (May 2020 – Nov 2020)****Digital Marketing Executive**

- Created multiple campaigns on Facebook for Hero MotoCorp
- Used Google Analytics and webmaster tools for detailed information about websites, goal setup, report generation, website study, visitor analysis, social media tracking etc.
- Generated monthly based SEO reports
- Implemented link building campaigns in coordination with client SEO goals
- Worked closely with the other team members to meet client goals
- Performed keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Conducted keyword research by selecting product-specific keywords for PPC campaigns
- Monitored campaigns on a regular basis to measure and maximize the effectiveness of PPC campaigns

---

**One Corp Pvt. Ltd. – Lucknow, Uttar Pradesh (Sept 2019 – May 2020)****SEO Executive**

- Optimized in-house website to increase the traffic
  - Competitor Analysis and Top Keywords Analysis
  - Keyword Research
  - On-Page and Off-Page Optimization
  - Configured Google Webmaster Tools
  - Monitored Website Traffic with Google Analytics
  - Social Bookmarking, Article Submission, Blogs Posting, Commenting, Classifieds, Directory
  - On page tasks (Meta Title, Meta Keywords, Meta Descriptions)
  - Generated monthly based SEO reports
-

**Education:**

Course	College/School	University/Board	Percentage/CGPA	Year of Passing
B.C.A	Integral University	Integral University	64.75%	2016
M.C.A	Integral University	Integral University	76.56%	2018
Intermediate	LPS Lucknow	UP	71.50%	2013
High School	LPS Lucknow	UP	69.60%	2011

**CERTIFICATIONS:**

<b>Advanced Google® Analytics</b>	<u>Certified by Google</u> for successfully completing the Advanced Google Analytics certification.
<b>Google® Analytics</b>	<u>Certified by Google</u> for successfully completing the Google Analytics certification.
<b>Google® Digital Garage</b>	<u>Certified by Google</u> for proven SEO and Search Marketing Skills

**INTERESTS** Bikes, Travelling, Workout, Computer games, Reading.

**Declaration:** I hereby declare that the given information is true to the best of my knowledge. If anything, find wrong will be responsible for it.

**Date:** \_\_\_\_\_

\_\_\_\_\_

**Place:** \_\_\_\_\_

**Signature**