



**JYOTI RANJAN BHUKTA**

CUTTACK/ODISHA/INDIA-753014

**EMAIL**

ranjanuser2016@gmail.com

**CONTACT NO**

+91 9915696308/ 904073365



## Career Objective

An SEO **Analyst** with extensive expertise in integrating internet marketing and analytical skills for engaging the web presence of the organization

## Profile Snapshot

- About **5.5** years of experience as an **SEO Analyst** comprising analysing websites and devising both, On-Page and Off-Page SEO strategies. & Roadmap
- Specialization in organic search engine optimization through the use of advanced Internet Marketing tools.
- Worked with Keyword analysis, generating the report for Traffic Analysis using Google Analytics & preparing the manual report in excel format for the keyword ranking.
- Researching the best keywords for less competition and high search volume.
- Monitoring Google Analytics and Webmaster accounts and making suggestions as needed.
- Regularly updating myself with the changes in the search algorithm.
- Communicating with team and management in project development, timelines, and results.
- Seo forecasting using tool AHref to predict the future growth of website to meet the company's goal.

## SEO Projects

- Max Healthcare : SEO & Development
- Atheem Digitech : SEO
- [Formativz](#)- web development and SEO
- [London Hair Transplant Clinic](#) :SEO
- London Liposuction clinic: SEO
- [Amirmohtashemi](#)- SEO
- [Hotel Seeta](#):-SEO & development

## SEO Skills

- Word press site design and development
- Knowledge of page builders and plugins, website development.
- On-page and Off-page optimization.
- Hands-on competitor analysis. Broken Link bulidng a/b & multivariate testing
- Hands-on Google keyword planar, Google analytic, Google search console etc.
- Knowledge of SEO tools like ahref/ Semrush/ Ubersuggest, MozPro, Writesonic A.I tool
- Social media optimization & and PPC campaign through Facebook and Google ad.

## Experience Snapshot

- Digital Marketing Executive @ Master Vijay Ram From March 2022 continuing
- SEO Executive @ Techmagante from Sep 2021 to Nov 2021
- **SEO Analyst @ Atheem Digitech from September 2020 to August 2021**
- SEO Executive @ RVS Media PVT Ltd, Mohali, India from March 2020 to August 2020
- SEO Executive @ Formative, Bhubaneswar, India From March 2019 to March 2020
- Digital Marketing Intern @ Dizital Square Bhubaneswar, India from Jan' 2019 to March 2019.
- Web developer @ Nico Info system Pvt Ltd.  
From 03-2016 - 11-2018

## Training & Internship

- Course: Advance Digital Marketing.  
Institute: Dizital Square, Bhubaneswar, India
- Have completed Internship Trainee at Dizital Square from **Jan' 2019 to March 2019.**
- Have completed internship from Internshala  
Project name: - Everything tech

## Roles & Responsibility

- Performed keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities.
- Performed Email outreaching and link prospecting to acquire high volume inbound links using tools like the hunter.io/HARO method.
- Performed competitor analysis using paid tool ahref.
- Administering search engine programs for the purposes of diagnostic reporting on client projects.
- Implementing link-building campaigns in coordination with client SEO goals.
- Monitoring web analytics, dashboards, reports, and key areas of importance in accordance with client goals.
- Working in sync with the other team members to meet client goals.
- Improved organic search rankings from page 3 to 5 for 10+ high competition keywords. Ability to work with multiple websites for keyword analysis and ranking.
- Work closely with key stakeholders to provide diverse approaches covering multiple aspects of SEO
- Conversion Strategies: Conversions tracking analysis, conversion setting, conversions tags implementations by using Google Tag Manager

## SMO

As an SEO Analyst, also responsible for handling all social media marketing strategies using the target audience on Facebook, Twitter, Linked In & Pin Interest so that the site receives heavy traffic, increased conversion, and brand trust.

## PPC

Effective Keywords Analysis, Pay per Click campaign management & optimization.  
Running PPC campaigns on Google ad. For ebhubaeswar in Dizital Square.

## Education

- GNIIT @ NIIT, India 2013
- BSC @ Ravenshaw University, India 2010
- +2 science @ Christ College, India 2007
- 10<sup>th</sup> @ Odisha, India, 2005

## Technical Skills

- **Operating System:** Windows 7/10
- **SEO Tools:** ahref, screaming frog, MOZ, SEM Rush, rankwatch, Chatgpt4
- **Keywords Tool s:** Google Keywords planner, Google Trends,
- **Web Analytics:** Google Analytics, Google Search Console, Google Tag Manager
- **MS Office:** Microsoft Word, Microsoft Excel/PowerPoint,

## Certifications

- Google Digital Unlocked-
- Google Analytic
- Google Display Ad

## Professional Traits

- Ability to work and handle a team as well as work independently & has a high level of motivation for teamwork.
- Problem Solving - To solve problems in an effective manner in a challenging position.

## Personal Interests

- Book Reading, Net surfing, and playing Sudoku.
- Languages Know: English, Hindi

## Declarations

I hereby declare that the information provided in the document is true to the best of my knowledge

Jyoti Ranjan Bhukta