

Kalyan Teja Kamisetty

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CAREER OBJECTIVE

Having 5+ years of relevant experience in the SEO domain where I can leverage my expertise in optimizing online content, conducting comprehensive keyword research, and implementing effective link-building strategies. Dedicated to staying abreast of industry trends.

WORK EXPERIENCE

1 SEO analyst - Sumadhura Infracon Private Limited

From Sep 2024 to Present

ROLES & RESPONSIBILITIES

- Optimized global brand performance in organic search engine results. Implemented 301 redirects when needed to preserve link equity from old pages or domains.
- Tested new features on the site before launch to ensure they were properly optimized for SEO purposes.
- Conducted keyword research to identify target keywords for optimization.
- Analyzed backlink profiles using Ahrefs or other backlink analysis tools.
- Established core metrics for projects based upon client needs.
- Analyzed website performance, including page speed and mobile responsiveness, to optimize user experience.
- Provided recommendations on how to improve the overall SEO strategy based on findings from analyses.
- Executed SEO functions such as keyword research, data collection, link optimization and site auditing.
- Monitored rankings of target keywords using various analytics tools.
- Performed link building activities such as directory submission, article writing and submission, blog commenting and social bookmarking.

2 SR SEO EXECUTIVE - Trident Media Works

From Aug 2022 to July 2024

ROLES & RESPONSIBILTIES

- Conduct comprehensive keyword research to identify high-traffic, low-competition keywords. Optimize website content, meta tags, heading tags, images, and URL structure. Heading tags, images, and URL structure.
- Implement link building campaigns, and also increase domain authority and SEO organic traffic by an average of 20%.
- Prepared a monthly basis SEO blog content plan and prepared blog topics and keywords.
- Monitor and analyze website organic traffic using tracking tools, such as Google Analytics and Google Search Console.
- Conduct a technical SEO audit on a monthly basis to identify major SEO technical issues, prepare a report to resolve the major technical issues, such as broken links, sitemaps, schema, canonicals, page speed loading, and core web vitals.
- Collaborate with content creation team to ensure Best SEO Practices to implement the SEO optimized content to bring better organic rankings
- Preparing a monthly SEO audit report to analyze the organic traffic, keyword ranking position, clicks, and impressions CTR percentage.

Also we are using tools like SEMRUSH, AHREFS to find keywords for content and to get competitor analysis to find website audit issues, Backlinks and referring domain also to check spammy backlinks percentage to disavow the spammy backlinks.

3 Digital Marketing Executive - Cherlik solutions Private limited

From Oct 2019 to Aug 2022

ROLES & RESPONSIBILITIES

- Backlink Analysis of Competitors - Quality of backlinks, quality of pages, and links are placed on collecting quality-related sites from Competitors
Tools used: SEMrush, Ahrefs
- Competitive Analysis - Viewing top Competitor sites for Target Keywords.
- Checking Optimization Techniques applied Analyzing backlinks and outbound links and strategies used to gain Traffic
- Analysis Reports - Website Analysis, Competitive Analysis, Complete Business Analysis
Keyword Analysis - Google Keyword Planner, Word Tracker, Uber Suggest, SEMrush, Ahrefs, Google Manual Suggestion.
- Assist in setting up and managing paid campaigns like Google and Meta ads
- Monitor and optimize campaign budgets and performance.
- Create ad copies, keyword lists, and ad extensions.
- Frequently Optimizing the quality score, clicks, impressions, conversion rate.
- Collaborate with content writers to develop SEO-friendly and engaging content.

KEY RESPONSIBILITIES:

- Backlink Analysis of Competitors – Quality of backlinks, quality of pages, and links are placed on collecting quality-related sites from Competitors.
Tools used: Semrush, Ahrefs.
- Competitive Analysis – Viewing top Competitor sites for Target Keywords.
- Checking Optimization Techniques applied Analyzing backlinks and outbound links and strategies used to gain Traffic.
- Analysis Reports – Website Analysis, Competitive Analysis, Complete Business Analysis.
- Keyword Analysis – Google Keyword Planner, Word Tracker, Uber Suggest, Semrush, Ahrefs, Google Manual Suggestion.

SEARCH ENGINE OPTIMIZATION SKILLS:

ON-PAGE OPTIMIZATION:

- Meta Tag Optimization
- Optimizing websites by Analyzing Clients Individual Web Pages using Duplichecker, Copyscape for Refreshing Content
- Keyword Optimization
- Title Tag Optimization
- Keywords Density Analysis
- Complete Website Analysis Includes
- Text to HTML ratio, Website Loading Speed, Site Navigation Structure, Creating Alt tags, Title tags for Images.

Tools used: SEOptimer, Screaming frog, iwebchk.com

- Creating Google friendly Internal Url's
- Url Canonicalization Creation using access code
- Creating 401,301 Redirects upon Requirements
- Solving Google crawl errors in webmaster
- XML Sitemaps Creation
- Robots.txt Creation

OFF-PAGE OPTIMIZATION:

- Directory Submissions
- Social Bookmarking in high PR sites
- Profile Creation in Relevant Forums and Effective interaction to get Permanent Backlinks
- Blog Commenting
- Classified Submissions
- Guest Blogging
- Article Submissions
- Press Release Submission
- Search Engine Submissions
- PDF sharing.

Google Webmaster Tools:

- Analyzing Backlinks, Sitemap Updation and Solving crawl errors.

Google Analytics:

- Creating Weekly and Monthly Visitor Analytics Reports and Checking Bounce Rates
- Creating Goals
- Creating Audience Acquisition, Behavior Reports
- Setting up Accounts, Properties, and Views
- Creating Dashboards by Combining Individual Reports Tracking Real-time Overview

Local SEO

- Optimized Google Business Profiles and local listings to increase visibility in map packs and local search results
Conducted geo-targeted keyword research and implemented on-page SEO strategies for city-specific landing pages.
- Monitored local SEO performance using Google Analytics and GBP Insights, delivering monthly reports with actionable insights.

Certifications:

- Advanced Google analytics certification from Udemy - Issued on Jan 2025
- Google Analytics Certification from Skill Shop Platform- Expires on Jan 2026
- Google My Business Certification from Udemy Platform - Issued on Dec 2024

ACADEMIC QUALIFICATIONS:

- MBA at NARAYANA ENGINEERING COLLEGE, GUDUR in the year 2019.
- B.sc at Krishna Chaitanya Degree College, Nellore in the year 2016.

PERSONAL DETAILS:

Date of Birth : 21-11-1995.
Gender : Male
Marital status : Unmarried
Languages Known : English, Telugu

DECLARATION:

I hereby declare that the details above are correct and true to the best of my knowledge.

Your's sincere,
Kamisetty Kalyan Teja.