



Swarnadipa Gupta

SEO Specialist

CONTACT

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💻 [LinkedIn](#)

📍 Kolkata, West Bengal, India

EDUCATION

Bachelor of Arts

Burdwan University

56.00%

Higher Secondary Education

W.B.H.S. E

50.08%

EXPERTIS

- Keyword Research & Optimization
- Content Strategy & Clustering
- Google Ads Campaigns
- Technical SEO & Website Audits
- SEO Tools Management
- On-page & Off-page SEO
- Google Analytics & GSC setup

PROFILE SUMMARY

Experienced SEO Specialist with over 3 years of success in improving website performance and increasing traffic. Achieved a 40% boost in website traffic within six months using effective SEO strategies, including keywords, on-page, and off-page optimization. Skilled in tools like Ahrefs, SEMrush, and Google Analytics to track results and improve campaigns. Strong in creating content strategies and fixing technical SEO issues to help websites rank higher and perform better.

WORK EXPERIENCE

SEO Specialist

May, 2023 - Present

Micronix System Inc.

- Developed an effective SEO strategy that increased organic search engine rankings and doubled website visits
- Conducted keyword research to identify topics with high search volume and low competition for SEO optimization
- Conducted keyword research and developed SEO-friendly content titles and meta descriptions to maximize content visibility
- Research and secure opportunities for guest posting on reputable industry websites, effectively communicating expertise and building brand authority.

SEO Analyst

Feb, 2022 - Apr, 2023

Fast Info Legal Services Pvt Ltd

- Collaborated with the marketing department to manage SEO strategy, leading to a 40% increase in organic traffic
- To boost organic traffic and target keywords, improve the site's architecture, content, header, footer, linking, and other components
- Create cluster content to increase the website's organic traffic. Link building through Guest Posts

SEO Executive

Dec, 2020 - Jan, 2022

Technext Technosoft Pvt. Ltd.

- Managed on-page and Off-Page optimization
- Created Guest Posts, Web 2.0, Article submissions, Social Bookmarking, Directory Submissions, Classified Submissions, Forum Submissions, Profiling on question-answer sites, and Reedit Posting including blog posts and pages.