

PRITAM KHAPLE

SEO ANALYST

ABOUT ME

SEO Analyst with agency and in-house experience. Skilled in boosting traffic, improving rankings, and executing on-page SEO. Specialized in technical SEO, keyword mapping, and AI-driven automation.

WORK EXPERIENCE

SEO Analyst Exact Funnel, Aurangabad

Dec 2024 – Present

- Increased organic traffic by 60% in 6 months through content revamp and advanced on-page SEO techniques.
- Conducted keyword research, clustering, and topical mapping using AI tools to improve relevance and authority.
- Implemented structured data and schema markup to boost visibility and enhance SERP features.

SEO Executive Digivantage Marketing Solutions, Aurangabad

Jan 2024 – Nov 2024

- Led on-page SEO improvements for product and service pages to enhance keyword targeting.
- Enhanced content optimization workflows and improved keyword targeting strategies using structured content frameworks and competitive content gap analysis.
- Coordinated with the development team to implement schema markup and address Core Web Vitals issues.

Content Management - Trainee Digivantage Marketing Solutions, Aurangabad

Oct 2022 – Dec 2023

- Assisted in optimizing 200+ content pages with focus on proper keyword integration and internal structure.
- Contributed to meta tag writing and header structuring for improved page relevancy.
- Supported content audits to align with on-page SEO best practices and business goals.

Pre-Sales & Social Media Executive Sara Builders & Developers, Aurangabad

Sep 2021 – Oct 2022

- Supported digital campaigns and developed audience-centric messaging across Facebook and Instagram.
- Utilized CRM tools for efficient lead nurturing and sales pipeline tracking.

CONTACT

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Portfolio: [Click here](#)

Ch. Sambhajinagar (Aurangabad), MH 431003

EDUCATION

Bachelor of Computer Applications

June 2021 | Score: 77.04%

CORE SKILLS & TOOLS

SEO Tools: Google Analytics (GA4), Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog, Google PageSpeed Insights, Google Tag Manager

Technical SEO: Site audits, Schema, Core Web Vitals

CMS: WordPress, Drupal, Magento, Shopify, AEM

Web Tech: HTML, CSS, JavaScript

Soft Skills: Analytical Thinking, Communication, Team Collaboration, Time Management

SHORT COURSES

[SEO Certification](#)

HubSpot Academy

[On-Page and Technical SEO](#)

SEMrush Academy

[Digital Marketing](#)

E Web Digital

[Frontend Development](#)

Internshala Trainings

LANGUAGES

English, Hindi, Marathi