

# PRITAM KHAPLE

## SEO ANALYST

### ABOUT ME

Detail-oriented SEO Specialist focused on boosting organic traffic and improving search engine rankings. Skilled in keyword research, crafting SEO-friendly content, and building high-quality links to enhance online visibility and engagement.

### WORK EXPERIENCE

#### SEO Analyst

*Exact Funnel - Aurangabad, MH*

December 2024 - Present

- Conducted in-depth keyword research and competitive analysis to identify opportunities for improving search engine rankings and driving organic traffic.
- Optimized website content through on-page SEO techniques, including meta tags, title optimization, and internal linking to enhance SERP visibility.
- Monitored and analyzed website performance using tools like Google Analytics, Google Search Console, and other SEO tools to track KPIs and implement data-driven improvements.

#### Content Manager - Executive

*Digivantage Marketing Solutions - Aurangabad, MH*

October, 2022 - November, 2024

- Managed and optimized website content using CMS platforms, ensuring proper keyword integration, adherence to SEO best practices, and alignment with digital marketing strategies to boost organic traffic and search engine rankings.
- Conducted keyword research, content audits, and performance analysis to create high-quality, SEO-optimized content that improved click-through rates (CTR) and audience engagement.
- Collaborated with teams to implement on-page SEO techniques, including meta tags, internal linking, and content structuring, to enhance website visibility and user experience.

#### Pre Sales Executive & Social Media Executive

*Sara Builders & Developers - Aurangabad, MH*

September, 2021 - October, 2022

- Executed social media campaigns on Facebook and Instagram to support digital marketing objectives and drive client acquisition.
- Utilized CRM tools to manage client data, nurture leads, and streamline the sales pipeline for efficient deal closures.
- Increased brand visibility and lead generation through social media marketing and targeted digital advertising strategies.

### CONTACT

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Portfolio: [Click here](#)

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### EDUCATION

#### Bachelor's in Computer Application

77.04% - June 2021

#### H.S.C

64.00% - June 2017

### TECHNICAL SKILLS

#### Technologies:

Google Analytics, Google Search Console, SEMrush, Ahrefs, Facebook Ads Manager, Canva, Google Ads, MOZ, Google Tag Manager, Google page speed insights

#### Web Development Skills:

HTML, CSS, JavaScript, React.js, Bootstrap, Tailwind

#### AI & AI Agents:

Chatgpt, Writesonic, Deepseek

#### CMS Platforms:

WordPress, Drupal, Magento, AEM, Shopify

#### Soft/Professional Skills:

Teamwork, Communication Skills, Analytical Thinking, Problem-Solving, Adaptability, Project Management, Critical Thinking, Time Management, Leadership,

### SHORT COURSES

#### Front-end Web Development (view)

Internshala Trainings

#### Digital Marketing (view)

E Web Digital

#### On-Page and Technical SEO (view)

Semrush Academy

#### SEO (view)

HubSpot Academy