SHAYAR PATEL

Search Engine Optimization Executive

Address: G – 104 Home Town 3, Shivganga Banglows, New Ranip, Ahmadabad

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Objective

To Thrive on professional Credentials and seek a challenging job in a reputed organization and to integrate my SEO and Internet Marketing Skills and experience in the IT industry. Especially to excel in the field of SEO / Internet Marketing.

Work Experience:

- ➢ SEO Executive – **NsquareIT Digital Agency**, From May - **2018 to Present (3 Year)**
- ➢ Handled SEO projects of various industries like Wooden, Flooring, IT, Fashion, etc.

Key Skills & SEO Tools

- ➢ SEO, on page optimization, off page optimization, Schema Integration, Content Marketing, Google analytics, Webmaster tool, Google Tag Manager, local SEO, keyword research, site analysis, web analytic & link building.
- ➢ Screaming Frog, AHrefs, Semrush, Majestic SEO, Link Research Tools, Google analytics, Search Console, Moz.

Responsibilities:

- ➢ Possess sound working knowledge of on page and off page Optimization.
- ➢ Using tools like Google Keyword Research to conduct 'keyword analysis' to identify which words are likely to be most effective.
- ➢ Involving in selecting specific words and key phrases for which the site or individual/landing pages–should be optimized.

- ➢ Having good experience in optimizing Meta Title, Meta Description, Meta Keywords, Content Optimization, H1, H2, H3 and various HTML tags (on page optimization).
- ➢ Internal link building within sites.
- ➢ Creating .xml sitemaps
- ➢ Analyzing the site from the SEO point of view, Implementing 301 Redirect, Correcting Broken Links, Canonical Redirect.
- ➢ Back Link Campaign: Article Submission, Business Listing, Blog Optimization/Submission, Directory Submission, Classified Submission and Video Optimization, PDF Submission, Guest Post Submission.
- ➢ Coordinating with the Designer/Developer to make technical adjustments to web pages to ensure they are constructed in a way that does not prevent search engines from indexing them.
- ➢ Continually monitor organic search rankings to maximize traffic.
- ➢ Tracking website users using Web Analytics (Google Analytics).
- ➢ Carrying out competitor research
- ➢ Monthly Work Reports (Details)

Platforms I've worked with:

- ➢ WordPress, Magento, Big Commerce, Shopify, Wix, Squarespace.

Education:

Qualifications	Institute/University	Year of Passing	Percentage
M.S.C IT	LDRP – Kadi University	2015	6.62/10
B.C.A	S.k Patel Gandhinagar (Kadi University)	2013	7.12/10
H.S.C.	G.S.H.S.E.B	2010	70.00%
S.S.C.	G.S.E.B	2008	80.31%

Declaration:

- ➢ I hereby declared that information above is true and based on certificates.