

# Sanjit Kumar

Team Lead SEO

Experience-7 yrs +

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## Skills

SEO, Google Search Console, Google Analytics, Excel, WordPress, MYSQL, Python, Tableau Desktop, Google Data Studio, kibana, Power BI, Ahrefs, Screaming frog, SEMrush.

**On-Page activity:-** Optimization of Web-pages, Keyword optimization and ranking, Title tags, Meta Tags, Meta Description, URL Optimization, Internal Linking, XML Sitemap Creation, Robot.txt Creation, Log file analysis, Google dev tool, A/B testing etc.

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## Experience

### BankBazaar India / Team Lead SEO

September-17 To Present. (Bangalore)

I am working with BankBazaar India as a Team Lead SEO. I am responsible for managing & guiding the SEO team and creating new strategies for more than 10 products.

#### Roles and Responsibilities:

- Boosted product organic traffic by 400% while an average bounce rate of 5.02%.
- Increased organic traffic to 1 million per month for 6 products.
- Created 3 new products from scratch. Which includes keyword research, content formation, on page & off page optimization etc.
- Used site analytics and metrics to define and monitor success of keywords and organic traffic.
- Restructured multiple pages to improve product overall information and user flow.
- Oversaw the product timeline and content creation for all product deliverables to ensure timely SEO enhancements.
- Worked with development teams to ensure technical SEO best practices are properly implemented on newly developed code.
- Analyzed link data and identify areas of concern and make recommendations.
- Utilized web scraping techniques to scrape multiple pages with Python using BeautifulSoup and requests package.
- Developed a framework and reports to systematically track and improve SEO performance from Google Analytics, Google Webmaster tool and other data sources.
- Also taking care of the log file (Kibana) to check any issues related to crawling or any server error.
- Responsible for training cross functional teams on best practices for SEO.

## **Springpeople Software Private Limited / Digital Marketing Specialist**

**September-16 To September 17. (Bangalore)**

I worked with SpringPeople as a Digital Marketing Specialist. I was responsible for on-page optimization and creating new strategies for off-page optimization for the SpringPeople website.

### **Roles and Responsibilities:**

- Taking care of complete OnPage Optimization.
- Coordinating with the content team to produce valuable content as well give solutions for website betterment.
- SEO activity monitoring the on page and off page submission ,responsible for submitting the updated reports. Creating various SEO strategies based on these reports.
- Using Tableau desktop for creating different types of reports.
- Coordinating with the web development and design team to maintain the SEO Hygiene on the website.
- Develop SEO strategies, and implement and monitor them.
- Implementing key ideas in adding new solutions and pages to the website.
- Working on different tools to correct all the errors on the website.
- Building rules and setting up processes for SEO.
- Maintaining a content calendar to build proper content.

## **Amici Global solutions pvt. Ltd. / SEO Specialist**

**December 2014 To Apr-16. (New Delhi)**

## **MTMT pvt Ltd / SEO Executive**

**July 2014 To December 2014. (New Delhi)**

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### **Education**

## **Jawaharlal Nehru National College of Engineering (VTU) / B.E.**

SHIMOGA- Karnataka.