Shyam Sundar N   SEO Analyst

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Job Objective

- ✧ I would like to be a part of an organization where I could use and enhance my knowledge and talent for the development of both the organization and myself.

Professional Summary

- ✧ 4 years of experience as SEO Analyst who can develop and implement innovative SEO strategies to boost traffic and performance
- ✧ Experienced in Keyword research
- ✧ Client Interactions and preparation of proposals
- ✧ Work cross-functionally with development, design, product, marketing and project management groups to plan and implement SEO updates
- ✧ Monitor industry trend and new product offerings to stay ahead of our competition
- ✧ Develop strategy and execute plan for growth of organic traffic following industry best practices
- ✧ Reviewing client's traffic and generating reports
- ✧ Implementing On-Page and Off-Page Strategies to optimize search engine ranking
- ✧ Implementing various XML schema markup code in the website to improve ranking and traffic
- ✧ Obtaining backlinks to website by implementing various strategies like content syndication, guest post outreach, base link building and citations
- ✧ Setup Google Search Console, Google Tag Manager and Google Analytics for new website from scratch
- ✧ Audit's client website regularly to improve site performance

Tools Used

- ✧ Google Analytics, Google Search Console, Google Tag Manager, Google Keyword Planner
- ✧ Reporting Tools: Whatagraph, Google Data Studio
- ✧ SEO Tools (Spyfu, semrush, Ahrefs, Thryv)
- ✧ Email Marketing Tools (Mail Chimp, Campaign Manager)

Work Experience

SEO Analyst - June 2020 to Present – Starberry

- ✧ Implementing On Page & Off Page SEO techniques to generate leads and improve ranking in search engine
- ✧ Implementing Local SEO techniques to rank in top 3 position (Map Pack) in Local Search.
- ✧ Work with Website development team to drive SEO Activities.
- ✧ Develop strategy and execute plan for growth of organic traffic following industry best practices.
- ✧ Client Interactions and preparation of proposals.
- ✧ Organization of Navigation Structure, Sitemap Generation in XML Format, Image & Video Sitemap, Search engine and Niche directory submissions, Article submissions, Press Releases and Blogs.

- Webmaster Tool Setup, Handled Webmaster Tool, Web site Load time and HTML Validation, Browser compatibility and Resolution checking.
- Recommend Changes to Website Architecture, Content, Linking and Other Factors to Improve SEO Positions for Target Keywords.
- Reviewing client's traffic and generating report using Google Analytics.
- Actively researching, testing and proposing new approaches to improving search engine rankings.
- External link building with relevant high-quality third-party websites and directories.
- Constant evaluation of keywords.
- Involved in the annual SEO planning process.
- Carrying out Competitor Analysis using tools like Ahrefs & SEMrush for acquiring backlinks.

SEO Analyst - April 2019 to May 2020 – Shamlatech Solutions Pvt Ltd

- Creating Website and implementing On Page & Off Page SEO techniques to generate lead, traffic and sales.
- Creating and managing social media like Facebook, Twitter, Instagram, and Pinterest to promote business in social media.
- Doing SEO Audit and generating Report and proposal for clients.
- Creating a Website Layout Mock-up for creating new landing page by coordinating with the help of content writers and front-end developers.
- Audit client's website regularly to improve site performance.
- Manage Social Media Profiles

SEO Executive - June 2017 to April 2019 – Personiv

- Optimizing Website as per SEO Standards
- Creating and managing Local Business Listings
- Generating Weekly and Monthly website audit reports
- Promoting a company's product and services in the digital space.
- Execute social media efforts to improve likes, shares, tweets, etc.
- Creating and executing SMS, and email-based marketing campaigns.

Certifications

- Certification in SEO: Link Building, LinkedIn Learning

Education Qualifications

- Completed B. E Computer science - 2013 to 2016 with an aggregate of 6.55 CGPA in Dr. Mahalingam College of Engineering & Technology.
- Completed Diploma in Computer Science - 2010 to 2013 with score of 80.29% in Rudhraveni Muthusamy Polytechnic College.
- Completed SSLC - 2009 to 2010 with score of 54.5% in Rajalakshmi Genguswamy Matriculation Higher Secondary School.

Place: Udumalpet   **[Shyam Sundar N]**

Date: