

# Senior Search Engine Optimization

**Vijay Pandu Gaikwad**

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## Professional Summary

A dedicated and self driven SEO specialist with extensive experience gained working on a large number of web optimization projects for key clients. Proficient in Local Search Marketing using Review Portals, Social Media Platforms and other Viral Marketing techniques.

A learned SEO Professional focused upon maximizing the visibility of client sites in the digital space, through the management of SEO, Web Analytics, Market Research and Social Media campaigns. Consistently demonstrates the ability to ascertain the exact requirements of the client through extensive research and analysis.

Specialties:

Developing Advance SEO Strategies to increase the visibility of Client Sites.

Executing Link Building Program to crack the Search Engine Algorithms and increase the popularity of the websites.

- About **3+ Years** of **IT** experience in **SEO Expert**.
- Well versed with **Search Engine Optimisation** process which includes Onpage Optimisation as well as Offpage Optimisation.
- In **OnPage Optimisation** I have done keyword analysis & research, competition analysis, keyword segregation, Creating title & metas, Creating ALT tags, Website Analysis.
- In **OffPage Optimisation** I have done Directory submission, Forum Signature linking, Social Bookmarking, Article submission, Profile submission, Web 2.0 submission, Linkwheel submission, Reciprocal Link Building, Press Release Submission, Blog commenting, Micro blogging, RSS feeds, Forum Posting, Create Squidoo lenses & Squidoo Commenting, Solving queries arising from the client side, Prepare Monthly ranking report for Client.
- Email Marketing, PPC & Facebook, Twitter, Linkedin & YouTube Marketing
- I used tools in SEO Process these are Rank Tracker tool for ranking report, Scrape box, Market Samurai, Senuke X.

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## Work Experience

- **Current Employer:** Weboptims
- **Post :** SEO Manager
- **Duration :** Feb 2013 to Till date
  
- **Current Employer** : Ceylon Infotech ([www.ceyloninfotech.com](http://www.ceyloninfotech.com))
- **Post** : SEO Team Lead
- **Duration** : 18 Apr 2012 To 25 Feb 2013
  
- **Previous Employer** : Kruti Technology ( [www.krutitech.com](http://www.krutitech.com))
- **Post** : SEO Expert
- **Duration** : Apr 2010 To Apr 2012

## Education

- **M.C.A. in Computer** from **B.R. Gholap College, Sangvi, Pune University** with **57%** in 2009
- **BSc in Chemistry** from **Modern College, Pune** with **69%** in 2006
- **H.S.C. Examination** with **57 % Pune Board** from **Lonavla, Pune** in 2003
- **S.S.C Examination** with **69.46%** under **Pune Board** from **Talegaon, Pune** in 2001

## Technical Skills

Programming Languages : **PHP**, C, Basic knowledge of Java.  
Web Technologies : HTML, CSS  
CMS : Wordpress  
Databases : MySQL  
Web Server : Xampp  
Operating Systems : Windows

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### Personal Details

**Name: -** Vijay Pandu Gaikwad

**Nationality: -** Indian

**Languages: -** English, Hindi, and Marathi.

**Pan No: -** ALTPG2632E