

Sagar Khandekar

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Skills

- **Technical SEO:** Robots.txt & Sitemap Optimization | Structured Data Markup Implementation | Canonical URLs Implementation | Website Speed Recommendations | Google Analytics, Search Console and Tag Manager Setup and Goal Tracking | Custom Report Creation
- **On-Page/Off-Page Optimization:** Website Audit | Keyword research | URL Mapping and Optimization | Competitor analysis | Meta Title, Description, Heading Tag and Image ALT Optimization | Web Content Suggestions | URL Redirections | Internal linking | Link Building
- **Tools/Software:** Google Analytics | Google Search Console | Google Tag Manager | Google Keyword Planner | Screaming Frog | Ahrefs | SEMRush | Ubersuggest | WordPress | HTML | CSS

Work Experience

Sr. SEO Specialist Growfusely Ahmedabad, India 08/2021 - Present

- Perform Technical SEO Audits to find out essential SEO errors and create a report to arrange necessary fixes.
- Carry out keyword research to grow and manage a targeted keyword portfolio while seeking new content opportunities.
- Provide new content recommendations for client website blog that ranks in top 10 position in UAE region.
- Created outreach marketing campaigns that helped obtain 55+ high authoritative backlinks.
- Prepared Disavow File by Analyzing the 2700+ backlinks to find out harmful and toxic backlinks.
- Collaborate with content teams to give guidance on organic content structure, keywords, and reports.

Sr. SEO Specialist (Remote) Neil Patel Digital India Ahmedabad, India 12/2020 - 07/2021

- Managed on-site and off-site SEO for company clients.
- Researched keywords using Keyword Planner and Ubersuggest to determine potential value to gain most search engine traffic.
- Conducted searches such as evaluating competitor websites to incorporate best practice and create marketing.
- Creating monthly SEO Strategy and Plan for client projects.
- Handled client relations with assigned clients providing feedback, reports and updates weekly.

Sr. SEO Executive TatvaSoft Ahmedabad, India 11/2019 - 12/2020

- Audited websites for SEO errors and arrange necessary fixes.
- Conducted Keyword Research, Competitor Research and Analysis.
- Achieved 52 links in 7 months from well-known publications through outreach marketing campaigns for in-house website.
- Worked with a content team to create SEO-driven content.

Jr. SEO Team Leader Blurbpoint Media Ahmedabad, India 04/2016 - 11/2019

- Developed SEO strategies for assigned clients comprising of keyword research, technical SEO, on-page SEO, off-page SEO, competitive analysis, website audits and other factors that contribute to developing a successful SEO campaign.
- Led a team of 5 with the goal of increasing the websites organic visibility including working and coordinating with the Content, Development Team to identify new SEO and content opportunities.
- Achieved 1st Position in the SERP for keywords for assigned the clients in 3-6 months with ranking in Local Pack/Knowledge Panel.
- Increased in organic traffic of clients' websites ranged from 20% to 80% by fixing on-page issues, content optimization, niche related link building.
- Increased project budget by 60% from its initial budget for clients.
- Prepare search engine ranking and traffic reports to assess areas of potential improvement.
- Managed and trained the Link Building team, monitoring daily objectives and meeting weekly to assess performance.
- Promoted from SEO Executive to Jr. SEO Team Leader.

SEO Executive WebIndia Inc. Ahmedabad, India 01/2015 - 04/2016

- Learned and implemented On-Page SEO on assigned client websites.
- Created and implemented meta tags, titles, and meta descriptions.
- Executed Link Building activities assigned by the Team Leader.

Education

Bachelor of Engineering North Maharashtra University Jalgaon, India 09/2009 - 08/2013

- Computer Engineering with First Class