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Himanshu Saini

Seo Exucutive

SUMMARY

Results-driven SEO Excutive with a passion for optimizing content and improving search engine visibility. Proficient in keyword research, on-page optimization, and link building strategies. Skilled in utilizing SEO tools and analytics to track performance and make data-driven decisions. Eager to contribute to a dynamic team, learn, and apply SEO best practices to drive organic traffic and enhance online presence.

KEY SKILLS

• Brand Presence Expansion • SEO & Keyword Optimization • Content Writing • Content Strategy • Digital Marketing • Keyword Research • Link Building • SEO Audits • SEO Reporting • Email Outreach • Competitive Analysis

TECHNICAL SKILLS

• SEO • SEM Rush • Google Ads • Google Analytics • Wordpress • Google Tag Manager

KEY PROJECTS

PlanYourTour

- Conducted off-page SEO activities for Planyourtour
- Contributed to the overall SEO strategy and worked towards improving the website's search engine ranking.
- Conducted keyword research to identify relevant and high-traffic keywords for on-page optimization.
- Improved internal linking structure to enhance website navigation and distribute link equity effectively.
- Optimized images for faster loading times and improved user experience, including the use of descriptive alt tags.
- Conducted regular website audits to identify and rectify any issues affecting on-page SEO performance.

LawPrepTutorial Patna

Gained hands-on experience in various off-page SEO techniques, including:

- Guest posting, Web 2.0/ Article Submission, Image submission, Broken link strategies, Local listing Submission and Email outreach campaigns
- As a working on off-page seo of LawPrepTutorial Patna Website, we have achieved Keywords ranking in top 5, Some of the keywords are *Clat Coaching in Patna, Best CLAT Coaching in Patna, Clat Classes in Patna, Patna Clat Coaching* etc.

GkStudyPoint

- Implemented strategic off-page SEO activities, including Web 2.0, article submission, image submission, and email outreach for guest posting.
- Achieved a remarkable milestone of 40k+ organic traffic per month, showcasing the effectiveness of combined on-page and off-page efforts.

EDUCATION

Chhatrapati Shahu Ji Maharaj University Kanpur

Jun '19 - Jun '21

Bechlror of Science

Kanpur, IN

Certificate And Training

- Digital Marketing Course : Wscube Tech