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Kanpur

Keshav Raj

Seo Exucutive

## SUMMARY

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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

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- SEO & Keyword Optimization • Off Page SEO • Content Strategy • Digital Marketing • Keyword Research • Link Building • SEO Audits
- SEO Reporting • Email Outreach • Competitive Analysis

## TECHNICAL SKILLS

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- SEO

## KEY PROJECTS

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### 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.

### 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

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Sardar Patel Public School

Jun '18 - Jun '19

12th

## Certificate And Training

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- Digital Marketing Course : Wscube Tech