Sujoy Guha

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Mobile Number : +91 8910264204

**Accomplished Search Engine Optimization Specialist**

Offering over 9 years of rich experience in steering SEO experience with a focus on rapidly and significantly improving online visibility

,traffic , conversion ,data-driven, self-starter with a growth mentality. Excellent verbal and written communication skills, as well as strong prioritization, organization, and project management skills with a roll-up-your-sleeves and can-do demeanor. Skilled in planning, supporting, implementing and deploying leading-edge digital marketing data & analytics solutions.

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| * **Affiliate Marketing** |
| * **Content Marketing** |
| * **Internet Marketing** |
| * **Client Management** |
| * **On-page SEO** |
| * **Off Page SEO** |
| * **Technical SEO** |
| * **Project management** |
| * **Server log analysis** |
| * **Data Analysis** |
| * **E-Commerce /Woo Commerce SEO** |
| * **Google Search Console** |
| * **Google Analytics(UA,GA4)** |
| * **Google Data Studio (GDS)** |
| * **Google Tag Manager (GTM)** |
| * **Bing Webmaster** |
| * **Yandex Webmaster** |
| * **Chat GPT /Anyword AI etc.** |
| * **Ahrefs** |
| * **Semrush** |
| * **Screaming Frog, Moz Pro** |
| * **SE Ranking** |
| * **Later** |
| * **Buffer** |
| * **Microsoft Clarity** |
| * **Crazy Egg** |
| * **Expert knowledge in Elementor** |
| * **Organic and Paid Social** |
| **Media Marketing** |
| * **SEO Sales ,Client Management** |
| **,Project Management** |
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| **Academic Details** |
| * **Secondary Exam (WBBSE )(1996** |
| **/68%)** |
| * **Senior Secondary Exam (WBBHSE** |
| **)(1998** |
| **/48%)** |
| * **Diploma in Software Engineering,** |
| **WBSCTE (West Bengal Board of** |
| **Technical Education ) (2004/74%)** |
| * **SEMrush Keyword Research Exam** |
| **Domain Expertise : App Store Optimization , E-** |
| **commerce , Healthcare ,Adult Sites like Escort** |
| **,Sex Toys etc , CBD ,Escort Services , Travel and** |
| * **Tourism , Insurance , Food Websites** |
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**Profile Summary and SEO Skills**

* **Result-oriented SEO Expert** with strong ability to drive organic traffic, engage customers, and enhance brand image through implementation of **search engine optimization** best practices with **affiliate marketing, , content marketing , organic search and social media.** My expertise lies in conducting thorough keyword research, developing and implementing effective on-page and off-page optimization strategies, analyzing website analytics and data, and staying up-to- date with the latest trends and changes in search engine algorithms.
* Experience in working on **marketing tools** like:
  + Ahrefs, Google Analytics, Google Search Console, Google Tag Manager, Google Data Studio, Mail Chimp, SEMrush, Ahrefs ,Microsoft Clarity, Bing webmaster tools, Yandex Webmaster ,Spy Fu, Send In Blue
  + Google Workspace, Canva, Facebook Power Editor, Google Trends, Rich Results (JSON-LD), Screaming Frog, Moz Pro, Answer the public, Uber Suggest, Buzz Sumo etc.
* **Skilled in clearly analyzing & communicating online brand and product campaign results, tracking conversion rates** and making improvements to the website, to raise brand awarenes**s**
* Catered to clients across various industry segments entailing **Healthcare, Escort Services, Adult Sites, Adult Toys ,Travel and Tourism, FMCG, Food Websites, , E-commerce, App Store Optimization**
* Created an **optimization strategy** for content management including application and web optimization audits of current & future platforms
* **Improved overall keyword rankings** by implementing quality content marketing and offsite white hat SEO marketing to improve SERP
* **Gained traction (increased traffic to the website)** through evolving and executing strong branding initiatives and focused campaigns geared towards engaging the customer base
* **Excellent track record of** generating leads from high value accounts from diverse industrial verticals
* **Skilled in** providing solution based approach to clients that focuses on resolving their needs, thereby creating a win-win situation
* **Dynamic, flexible & approachable** with strong interpersonal, analytical, problem solving & critical thinking skills
* Experience with the technical aspects of running a website, including web analytics, UX, technical and content SEO, content management system, and A/B testing, and other web platform tools.
* Responsible to define long term organizational strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals must have experience in sales of SEO projects
* Build & maintain healthy funnel.
* Build and maintain strong, long lasting client relationships.
* Keep abreast of SEO and integrated marketing trends.

**Work Experience:**

# Dec 2023 – Till To Date : Sr. SEO Specialist (BeGrids)

**Responsibilities**:

* Team Management . proactive team player and work seamlessly in teams of all sizes.
* Developing SEO Strategies: Formulate and execute comprehensive SEO strategies aligned with business objectives, encompassing keyword research, on-page optimization, link building, and content marketing initiatives.
* Analyzing Performance Metrics: Monitor and analyze website traffic, keyword rankings, and other relevant metrics using tools like Google Analytics and SEO platforms to identify areas for improvement and track the effectiveness of SEO efforts.
* Technical SEO Optimization: Oversee technical aspects of website optimization, including site architecture, crawlability, site speed, and mobile-friendliness, to ensure optimal performance and search engine visibility.
* Competitive Analysis: Conduct competitive analysis to identify industry trends, benchmark performance against competitors, and uncover opportunities for differentiation and improvement in SEO strategies.
* Collaboration and Communication: Work closely with cross-functional teams, including marketing, web development, and content teams, to ensure alignment and integration of SEO initiatives with broader marketing and business objectives.
* Staying Updated on Industry Trends: Keep abreast of evolving SEO algorithms, industry trends, and best practices, continuously refining strategies and tactics to adapt to changing search engine algorithms and user behaviors. Research and analyze competitor advertising links.
* Responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks.
* Monitor SEO campaign development, rankings, and traffic to create in-depth performance reports
* Responsible to define long term organizational strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals must have experience in sales of SEO projects.
* Leading the entire SEO initiatives, strategies and team of highly motivated individuals.
* Utilize industry-leading tools and techniques to identify target keywords and analyze search volumes, competition, and trends.
* Conduct competitive analysis and research, staying up to date on the competitive landscape.
* Creating meaningful reports in collaboration with the marketing operations team, to accurately measure the impact of SEO activities.
* Working closely with the content team to help define the content strategy/calendar based on identified SEO opportunities
* Working closely with the web development team to ensure the implementation of tech SEO best practices and maintain an ideal site architecture for maximum SEO benefits
* Stay on top of SEO trends, algorithm updates, and changes to the search landscape, to drive continued innovations and implementation of SEO best practices and strategies.
* Drive organic growth with featured snippets optimize page speed, and improve Core Web Vitals for enhanced search visibility and superior user experience.
* Possesses the ability to analyze server log files to extract valuable insights for SEO optimization.
* Responsible for implementing data-driven strategies and programmatic SEO to automate and improve website visibility, search rankings, and overall SEO effectiveness.
* Building a strong team of self-motivated SEO experts to help scale our organic efforts.

# Since Jun’21 to December 2023: Teck Valley, Noida as Sr. SEO Expert

**Responsibilities**:

* Develop and execute comprehensive SEO strategies to increase organic search traffic and improve website rankings.
* Conduct thorough keyword research and analysis to identify valuable opportunities for content optimization.
* Optimize website content, including meta tags, headers, and on-page elements, to improve organic search visibility.
* Monitor and analyze website performance using SEO tools and analytics platforms, such as Google Analytics and Google Search Console.
* Perform technical SEO audits to identify and resolve issues that may affect website crawlability, indexability, and ranking.
* Stay up to date with the latest trends and best practices in SEO and search engine algorithms.
* Collaborate with content creators to develop SEO-friendly content strategies and ensure the integration of targeted keywords.
* Manage and optimize off-page SEO activities, including link building, social media, and online reputation management.
* Track, measure, and report on key SEO metrics, such as organic traffic, keyword rankings, and conversion rates.
* Provide recommendations for website improvements and work closely with the development team to implement SEO best practices.
* Conduct competitor analysis to identify industry trends and opportunities for improvement in our

SEO strategies.

* Stay informed about industry developments and search engine updates, and adapt SEO strategies accordingly.
* Excellent written and verbal English communication skills to interact with the Foreign clients and team.
* Manage team of SEO Specialists
* Developing & implementing content strategy to reach B2C and B2Bcriticalaudiences; conceptualizing content for marketing purposes including blog, whitepapers, collaterals, case studies and newsletters relevant for target audiences
* Managing sales & digital marketing involving SEO, SMM, Competitor Analysis, Team Management & Training
* Developing and executing comprehensive SEO strategies that align with the company's overall marketing goals and objectives.
* Creating and presenting comprehensive SEO reports to stakeholders, including key metrics such as organic traffic, rankings, and conversion rates.
* Working with clients to understand their business goals and develop customized SEO strategies that meet their needs.
* Leading cross-functional teams to ensure that SEO strategies are integrated into all aspects of the company's marketing initiatives.
* Managing SEO budgets, ensuring that campaigns are cost-effective and generating a positive return on investment.
* Extending social media presence with a content-driven strategy across on Facebook™, Twitter™, Instagram™, Reddit™ & YouTube™
* Expertise in Reedit, Quora marketing
* Managing online brand & product campaigns to raise brand awareness
* Generating sales leads by conducting Webex/Webinar session & inviting the prospective clients to attend the same and by scheduling conference calls with the technical team & client
* Writing client reports and constructing presentations; leveraging on web and social analytics tools to develop reports and provide insights & recommendations to management
* Managing web marketing efforts and increasing quality lead conversions from content, organic search & social media
* Performing analysis of the leads generated based on various industry verticals; qualifying the lead based on the BANT criteria (Budget, Authority, Need, and Time Frame)
* Serving as an interface between the development team and the client till the release of the product
* Responsible to define long term organizational strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals must have experience in sales of SEO projects
* Build & maintain healthy funnel.
* Build and maintain strong, long lasting client relationships.

# Significant Accomplishments:

* + Excellent track record of managing the entire gamut of:
    - On Page Activities such as:
      * Website Analysis, Keyword Analysis, Content Optimization, Meta Tags (keywords, title, desc)Optimization
      * Header (H1, H2, H3) Tags Optimization, Google Analytics Set-up, Creation of Webmaster Tool
      * Site Map Creation, Robots.txt File Creation, W3c Validation, Image Optimization (ALT Tag) Off Page Activities such as:
      * Search Engine Submissions, Directory Submissions, Article Submissions, Business Classified Submissions ,Wiki Submission ,HARO
      * Social Book Marking, Social Media Promotion (Facebook Fan page, FShare), Press Release
      * Blog Creation & Posting, PDF Submissions, Video Submissions
      * Developed closed-loop analytics for all online channels through better integration of the

organization’s digital assets.

* + - * Created highly effective social media content, message distribution and engagement platform thereby diversifying the organization’s brand messaging channels and increasing quality web visits & lead conversions.

# Jan’17- June 20: Onkar infotech (Southall travel /Travel Trolley /Away Holidays) (SEO Expert)

## Responsibilities:

* + Develop and execute successful SEO strategies
  + Manage team of SEO Specialists
  + Conduct keyword research to guide content teams
  + Review technical SEO issues and recommend fixes
  + Optimize website content, landing pages and paid search copy
  + Direct off-page optimization projects (e.g. link-building)
  + Collect data and report on traffic, rankings and other SEO aspects
  + Work with social media and PPC teams to optimize campaigns
  + Keep abreast of SEO and integrated marketing trends

## Significant Accomplishments:

* Increased views across various platforms and web pages through integrating SEO best practices
* Amplified the number of followers by actively engaging the online community of users across Facebook, Twitter and LinkedIn
* Developed marketing campaigns, using Social Media, aimed at meeting both business and

communication goals; ensured that campaigns leverage all applicable digital and social channels. Executed a successful Social Media Campaign to increase brand awareness and recall; unique visitors to the company website significantly grew.

# Jan’14- Dec’ 2016: Sutherland Global Services as Sr. SEO Expert

**Responsibilities**:

* + Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in SEO campaigns.
  + Optimize copy and landing pages for search engine marketing.
  + Perform ongoing keyword discovery, expansion and optimization.
  + Research and implement search engine optimization recommendations.
  + Research and analyze competitor advertising links. Develop and implement link building strategy.
  + Responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks.
  + Monitor SEO campaign development, rankings, and traffic to create in-depth performance reports
  + Evaluate and report on KPIs
  + Stay up to date with the SEO and web development trends
  + Improve metadata and fix broken links in published articles
  + Proofreading and On-page Optimization of promotional articles
  + Formulating and strategizing off page strategy to increase organic traffic
  + Set up an effective ASO (App Store Optimization) strategy to optimize and improve App discoverability in Google Play and App Store.
  + Analyze competitors' performance on the Google Play Store and App Store to create a better ASO Strategy.
  + Develop and implement link-building strategies for ASO
  + Reviews Responses and Rating Analysis of Apps
  + Unique title creation using researched keywords and writing app descriptions
  + Responsible to define long term organizational strategic goals, build key customer relationships, identify business opportunities ,negotiate and close business deals must have experience in sales of SEO projects.

## Significant Accomplishments:

* + Integration of SEO best practices increased views across various platforms and web pages
  + Engaged the online community of users on Facebook, Twitter, and LinkedIn to increase followers
  + Achieved both business and communication objectives by developing marketing campaigns using social media; made sure all digital and social channels were leveraged.
  + Implemented a successful Social Media Campaign to increase brand awareness and recall; unique visitors to the company website increased significantly.

# Jan’11- Dec’13: ISDAC as SEO Analyst

## Roles and Responsibility

* + Conducting keyword research. Analyzing user search queries and identify keywords that are relevant to business and industry.
  + On-page optimization. Ensuring website's content, tags, Meta descriptions, and other on- page elements are optimized for the identified keywords.
  + Off-page optimization. Developing link building strategies to improve the website's authority and relevance on the web.
  + Monitoring website performance. Monitoring website traffic, rankings, and other key metrics to measure the success of your optimization efforts.
  + Analyzing competitors
  + Reporting. Preparing regular reports that summarize your optimization efforts and the results achieved.

# Feb’09- Nov’10: Skylerk Travels as Senior Executive

Personal Details

NATIVE PLACE: Kolkata (WB)

LANGUAGES KNOWN: Hindi, English Notice Period : 1 month

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*Signature*: Date: