

Lokesh Nagla

SEO - Search Engine Optimization & SMO - Social Media Optimization

Contact

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Skills

SEO knowledge



SEO proficiency



Marketing communications expertise



Digital media management



Keyword optimization



Computer Skills



Currently working as **CEO of (The Seo Doctor) Freelancing company** and leading 15+ member team and completed 1000+ multilingual and multinational website SEO and sent First-Page ranking to many of them. **Senior SEO Specialist** with over **5+ years of successful experience** in SEO and SMO. Recognized consistently for performance excellence and contributions to success in Digital Marketing industry. Strengths in SEO and SMO backed by training in Fita Institute Chennai.

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities. Functional **SEO and SMO** expert with strong background in web marketing and analytics and proven experience in content strategy, link building and keyword strategy. Over 5+ years of experience driving organic site traffic across multiple client verticals through advance **ON-PAGE** and **OFF-PAGE SEO** to improve search engine results.

To seek and maintain a full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

Work History

2019-06 -
Current

SEO - Digital Marketing

CEO at The Seo Doctor, Pali, Rajasthan

- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize budget.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Utilized search engine optimization and emphasized importance of link building.
- Provided detailed reporting and analyses on client website demographics and statistics using Google Analytics.
- Researched and monitored social media

Excellent

Teambuilding



Very Good

Leadership



Very Good

Teamwork and
Collaboration



Very Good

Social media coordination



Very Good

Search engine optimization
expertise



Very Good

Social Media Management



Very Good

SEM trend knowledge



Very Good

On-PAGE SEO



Excellent

Link Building



Excellent

Languages

Hindi



Excellent

English



Very Good

campaigns and e-marketing campaign results.

- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Created content strategies for digital media.
- Built, implemented and updated effective SEO strategies.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Incorporated XML sitemaps, robots.txt Files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Tracked project and team member performance closely to quickly intervene in mistakes or delays.
- Maintained open communication by presenting regular updates on project status to customers.

2016-06 -

2018-03

SEO Manager

Online Marketing Company, Pali, Rajasthan

- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Researched content publications and worked closely with public relations staff to develop outreach campaigns.
- Researched and monitored social media campaigns and e-marketing campaign results.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Set clearly defined goals to drive customer retention, brand awareness and website or social media traffic.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Increased customer engagement through social media.

- Maintained open communication by presenting regular updates on project status to customers.
- Sourced, vetted and managed vendors needed to accomplish project goals.

Education

2014-05 -

Bachelor of Arts

2016-06

JNVU Jodhpur - Sojat City