

POOJA RANI

SEO Executive

PROFILE

Accurate and Immensely motivated In Search Engine Optimization, Social Media Marketing & Social Media Optimization Field in Indiventy [Website Development and Design] at Bathinda.

PROJECTS

<https://bidenpresident.com>

what did I do for this website:

Backlinks, On page SEO, Blogs, Social Media

<https://himchaya.com>

what did I do for this website:

Backlinks, On page SEO, Social Media

<https://mintleafrestaurant.ca>

what did I do for this website:

Backlinks, On page SEO, Social Media

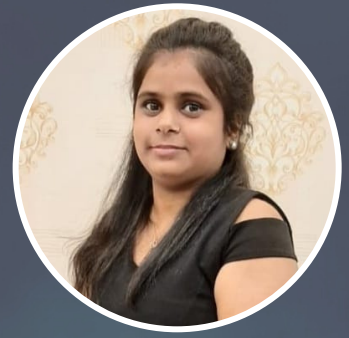
WORK EXPERIENCE

Have 2 Years Experience In Search Engine Optimization, Social Media Marketing & Social Media Optimization Field in Indiventy [Website Development and Design] at Bathinda. My Specialties Are:

- **Keyword Analysis:** Researching the best keywords using tools like word tracker, keyword tool, neil patel, small seo tool(keyword research tool), ahrefs keyword difficulty tool etc.
- **On-Page Optimization:** Meta tags optimization, page heading, page content optimization, image optimization, Keywords, Description, Title, XML Sitemap creation & Submission, Robots File Creation & Optimization, Schema.org, Open Graph creation, CSS JS minification, Website Health(Serve scaled images, optimize images, Oompression, page speed, page load time).
- **Off Page Optimization:** Directory Submission, Blog Creating & Posting, Blog Commenting, Blog Sharing.
- **Social Media Marketing:** Create/Update& Design (Social Media Accounts) as required.
- **Website Analytics:** Generation & Analysis of Traffic using Google analytics tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies.

EDUCATION

- Diploma in Computer Engg. From Guru Ram Dass Polytechnic College PSBTE & IT Chandigarh
- B.A Passed From Punjabi University Patiala.



CONTACT



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CAREER GOALS

To achieve professional satisfaction, career progression & personal development by working in a learning environment that encourages growth and enriches my experience.

CORE STRENGTHS

- Website Optimization
- Keywords Analysis
- Making Strategies for off page Optimization
- Making Strategies for Social Media Marketing
- Review of traffic Report From Google Analytics

SKILLS

Language

Punjabi, Hindi, English,

Computer

- Basic Fundamental Computer Knowledge.
- Office file work and Management