



SUPREET SINGH

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Web Passionate with a blend of experience in teaching, researching and management in SEO related disciplines.

WORK EXPERIENCE

Sr Analyst

10/2010 to 11/2020

Eclerx PVT. LTD
DLF IT Park Chandigarh

About The Company:-

One of the largest KPO deals in it and backend work for us, Philippines, Singapore and Canadian company especially in Digital marketing, cable networking and finance with high grade support of tech support, troubleshooting and work order accuracy. Presently have more than 10000 employees including India and across the world.

Roles & Responsibilities:

- Making Strategies.
- Keyword analysis.
- Website Optimization.
- A detailed evaluation of the Client s website.
- Logging and monitoring project progress.
- Making Strategies for off-page optimization.
- Review of Traffic Reports using Google Analytics.
- Work with the website Development team to drive SEO Activities.

SKILLS

On-Page SEO(optimize URL,Indexing overview, Focus Keywords, Title Tag, Meta Description Tag, Alt Tags, Internal linking & Anchor text, Outbound links, No follow Anchor Tags, Duplicate Content Analysis, Checking of NO

INDEX tags, Mobile responsiveness check),Domain Age,Custom 404 Error Page,IP Canonicalization,Google Webmaster tools setup and Verification,Bing Webmaster tools setup and Verification,Pinterest setup and Verification,Optimization of sitemap.xml,Optimization of robots.txt,SSL Certificate (http OR https),Content Optimization (Text To HTML Ratio)	1 - y e ar
Off Page SEO: Creating Quality Backlinks (Writing and submitting descriptions for Social bookmarking, Blog submission,Business listing, Article Submission, Image Sharing, Classifieds Submission, Infographic Submission) Keyword research Competitor s research	1 - ye ar

EDUCATION

Bachelor's