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# Professional Objective:

To utilize my technical and domain skills by seeking a challenging position in a stimulating and growth oriented environment and contribute towards the overall growth of the organization the best of my abilities.

**Work Experience**

* Worked with **Competent Pvt Ltd** in BPO in 2018. ( 6 Months)
* Worked with **Ekarigar Tech** as a Wordpress Developer in 2019. ( 6 Months)
* Currently Working with **Intellistall Pvt Ltd** as a SEO and SMO Executive. (1 Year)

**Key Result Areas**

Performance Marketing

Keyword Analysis:

Researching the best keywords using tools like **Google Keyword Planner, Semrush**, etc. on the basis of completion and searches.

On-Site Optimization:

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| * Meta Tags Optimization | * Google Analytics |
| * Content Optimization | * SEO Plug-in for Wordpress site |
| * Integration with Search Console | * HTTPS |
|  | * Google Business Page |
| * Wordpress SEO | * Blog Creation & Updation |
| * Temporary and Permanent Redirections | * 404 Page Optimization |
| * Mobile Friendly Optimization |  |
| * Speed Optimization | * Keyword based Headings |
| * Robots File Creation/Optimization | * Hyperlink optimization |
| * Image Optimization | * New Service Page Creation |
| * XML Sitemap Creation & Submission |  |
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Off-Site Optimization:

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| * Guest Post | * Article Submission |
| * Social Bookmarking | * Business Profile Listing |
| * Web2.0 | * PDF Submission |
| * Blog Posting | * Image Sharing |
| * Questioning/Answering | * Blog Commenting |
| * Local Marketing | * Classified Submissions |
| * Infographics |  |
| * Video Submission |  |

Web Analytics

Generation & Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies. Goal setting & measuring conversions.

SEO Tools Knowledge

* Google Analytics
* Google Search Console
* Rich Snippets Test
* Google keyword planner
* Google Tag Manager
* Ahref
* Similar Web
* Schema.org
* Small SEO Tool
* Seositecheckup

# Educational Qualification

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| **Degree** | **Institute/ University** |
| * MCA | Kurukshetra University (Pursuing) |
| * BCA | Punjabi University (75%) |
| * 12th | Army Public School, Ambala Cantt (90%) |
| * 10th | DCM, Ambala Cantt (7.6 CGPA) |

# Technical Skills

* Wordpress
* HTML,CSS,
* Good typing speed
* Basic computer knowledge.
* SEO
* Social Media Handling – Hootsuite, Buffer

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| **Declaration** |

I hereby declare that the above information is true full of my knowledge. I will be facing outcomes for any faultiness.

Date: Vandana Atri