



# Avinash Sharma

## SEO

Dedicated SEO professional with over 2+ years of experience in driving organic traffic and improving search engine rankings. Skilled in conducting in-depth keyword research, optimizing website content and structure, and implementing effective link-building strategies. Proficient in using SEO tools and analytics to measure and analyze campaign performance. Passionate about staying up-to-date with the latest SEO trends and best practices.



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## SKILLS

On-Page SEO

Off-Page SEO

Website Audit

Content Research

HTML

SMO

CSS

CMS

Word press

Excel

Technical SEO

Link Building Strategy

## LANGUAGES

English

Professional Working Proficiency

Hindi

Native or Bilingual Proficiency

## INTERESTS

Badminton

Cricket

Chess

## WORK EXPERIENCE

### SEO ASSOCIATE

#### GREAT CHAMP TECHNOLOGY

06/2024 - Present

Noida, Uttarpradesh

Achievements/Tasks

- **Keyword Research:** Identifying and targeting relevant keywords to optimize website content.
- **On-Page Optimization:** Enhancing website structure, content, and meta tags for better search visibility.
- **Technical SEO:** Addressing technical issues that can hinder search engine rankings.
- **Link Building:** Acquiring high-quality backlinks to improve website authority.
- **SEO Tools:** Proficiency in using tools like Google Search Console, Google Analytics, SEMrush, and Ahrefs.
- **Content Strategy:** Developing and implementing content strategies that align with SEO goals.

### SEO Executive

#### TRACTOR JUNCTION

02/2023 - 06/2024

Alwar, Rajasthan

Achievements/Task

- **Employe Of The Month** - Highest Organic Traffic & Top Ranking
- **On Page Audit** - Meta Tags, Headings Tags, Page Speed
- **Web analytics** - GA4, Ahrefs Traffic, SEMRUSH Traffic
- **Competitor Analysis** - For Content, And Advance SEO Strategy
- **Keyword Research** - Long Tail, Keywords Competition, Trending Keywords
- **A/B Testing** - On Page Issue Suggestion with Complete Testing on Test Domain
- **Guest Post/Outreaching** - Free Outreaching for Same Niche

### SEO Intern

#### Shaily beauty tips

08/2022 - 02/2023

Bhopal, Madhya pradesh

Tasks

- **Link building** - All Link Building Task
- **Blog posting** - Topic Research, Content Requirement and SEO Friendly Posting
- **Blog Optimization** - SEO Audit With Google Search Console

## EDUCATION

### MBA - Digital Marketing

Amity business school Noida - I am currently perusing Masters of business administration in a digital marketing specialization .

07/2024 - Present

Noida

Courses

- **Brand management, Social Media Optimization, Performance Marketing, Marketing Analytics**