

GULSHAN KUMAR

SEO SPECIALIST

Highly accomplished and results-driven SEO professional with two years of hands-on experience in optimizing websites for search engines and maximizing organic traffic. Proven track record of implementing successful SEO strategies, improving online visibility, and driving measurable business growth. Expertise in keyword research, on-page and off-page optimization, technical SEO, and content strategy. Adept at utilizing industry-leading SEO tools and staying updated with search engine algorithm changes. Strong analytical skills, with a demonstrated ability to interpret data, identify trends, and make data-driven recommendations. Effective communicator and team player, capable of collaborating cross-functionally to achieve SEO objectives. Seeking to leverage my skills and experience to deliver tangible results for a forward-thinking organization.

EDUCATION

Bcom

2015-2018

Kumaun University, Haldwani, Nainital
(Uttarakhand)

EXPERIENCE

• **Chawtech Solutions Pvt Ltd**

April 2019 - Sep 2021

• **Think United Services**

Sep 2022 - Sep 2023

• **Gurukul Pre-school**

Dec 2023 - Sep 2024

Work Summary

- Developed and executed off-page SEO strategies, including link-building campaigns, influencer outreach, and content partnerships, resulting in high-quality backlinks and improved domain authority.
- Conducted regular website audits to identify technical SEO issues and provided actionable recommendations for improvements.
- Conducted thorough keyword research and analysis to identify high-value target keywords and trends, leading to improved search engine rankings and increased organic traffic.
- Stayed up-to-date with industry trends and algorithm updates to adapt and refine SEO strategies accordingly.
- Collaborated with cross-functional teams, including developers and designers, to implement technical SEO enhancements and improve website speed and mobile-friendliness.
- Researched competitor websites, identifying opportunities to improve client website performance.
- Improved search engine rankings by designing and implementing onsite and offsite tactics.
- Implemented on-page SEO best practices, including meta tag optimization, image optimization, and schema markup to enhance website performance.
- Utilized Google Analytics, Google Search Console, and other SEO tools to monitor and analyze website performance, track key performance indicators (KPIs), and make data-driven recommendations.
- Compiled comprehensive reports to inform clients on website traffic and analytics.
- Updated SEO optimising tasks using content management systems.
- Evaluated market research outcomes for improved advertising strategy.

CONTACT



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SKILLS

- Google Analytics
- Link Buildings
- SEMrush
- Moz
- Keyword Planner
- Keyword Analysis
- Ahrefs
- Small SEO Tool
- WebFlow
- Grammarly
- SEO Audit
- Content Writing
- Google Adwords
- Mata Ads