



ARUN KUMAR

SEO & Google My Business Executive

Dedicated and results-driven SEO Executive with a proven track record of optimizing online content for improved search engine visibility and driving organic traffic. Adept at implementing strategic SEO initiatives and staying abreast of industry trends to ensure optimal website performance. Additionally, skilled in Google My Business optimization, enhancing local business visibility, and driving customer engagement including client handling.

Contact

Phone

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Email

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Address

Avas Vikas Colony Hapur (U.P.)

Education

2012

Intermediate

UP Board Allahabad

2015

B.Com

CCSU Meerut

Expertise

- Negotiation
- Management Skills
- Wordpress Designing
- Google Analytics & Search Central
- Creativity
- Local SEO Expert

Language

English

Hindi

Experience

Feb 2021 - Sep 2021

Company Name | Param Homes Noida

Job Position & Responsibilities

- Learned SEO basic factors
- Blog Posting & Optimization
- On-Page Optimization
- Off-Page Optimization
- Technical SEO
- Content Strategy
- Link Building
- Guest Posting

Sep 2021 - Till Now

Company Name | SBGV Techmagnate Pvt. Ltd

Job Position & Responsibilities

- **Keyword Research**

Conduct thorough keyword research to identify relevant terms for better search engine rankings.

- **On-Page Optimization**

Optimize website content, meta tags, and headers for improved search engine performance.

- **Off-Page Optimization**

Implement link-building strategies to enhance website authority and credibility.

- **Technical SEO**

Perform technical audits to identify and fix website issues affecting search engine rankings.

- **Reporting and Analysis**

Monitor website analytics and GMB Insights using tools like Google Analytics to track performance and identify areas for improvement.

- **Stay Updated**

Stay informed about industry trends, search engine algorithm changes, and best practices.

- **Managed 1000+ Business Profiles**

Managed and optimized Google My Business profiles for SMFG client, enhancing their online presence and local visibility.

Implemented strategies to improve customer reviews, resulting in positive feedback.

Stayed updated on Google My Business algorithm changes and best practices to ensure optimal performance for clients.

Utilized Google My Business Insights to analyze data and refine strategies for better engagement and conversion.

Social Profiles

- @3797arunkuMar
- In- arun-kuMar
- www.techhubbell.com

Awards

CERTIFICATE OF EXCELLENCE

Company - Param Homes