

GAURAV KUMAR

Google Ads. & Search Engine Optimization

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ABOUT ME

Accomplished digital marketing professional with working experience in Google Ads and SEO. Committed to proactively adapting to evolving industry trends and pioneering innovative Google Ads and SEO strategies to foster enduring business expansion.

SKILLS

Search Engine Optimization(SEO)	Google Search Console	Create Strategy
On-Page SEO	Google Analytics	Create campaigns
Off-Page SEO	Backlinks	Google Merchant Center
Keyword Research	Google Ads	Lead Generation

PROFESSIONAL EXPERIENCE

Battersea Corporate Consultants Private Limited

Dec 2023 - Present

Search Engine Optimization (SEO)

- Conduct comprehensive **keyword research** and analysis to optimize content effectively.
- Formulate **website strategies** to enhance online presence and performance.
- Utilize SEMrush, Ubersuggest, and Ahrefs to conduct thorough **keyword research**.
- Analyze, identify, and resolve website errors and issues using **Google Search Console** for improved performance.
- Gather insights and track performance metrics using **Google Analytics**, driving data-driven decisions for marketing strategies.
- Implement **on-page** and **off-page** SEO strategies to elevate website visibility and rankings.
- Monitor and **analyze website performance** through various SEO tools and analytics platforms.
- **Optimize** website **structure** and **technical elements** to facilitate better search engine **crawling** and **indexing**.
- **Collaborate** with **web developers** and **content writers** to implement SEO enhancements and best practices.
- Develop and execute **social media** strategies across diverse platforms.
- Proficient in **handling team** responsibilities.
- Possess proficiency in **using** and **understanding AI** technologies.

Perfomdigi Monetize Pvt. Ltd

Nov. 2022- Dec 2023

SEO & Google Ads

Specialize in enhancing website visibility and rankings through on-page optimization and off-site strategies. Managing backlink strategies to boost website authority and credibility is a priority. Using Google Search Console and Analytics, I analyze and resolve website errors, ensuring improved performance. Additionally, I craft tailored Google Ads campaigns aligned with business goals and audiences, creating compelling ad copies to drive clicks and conversions effectively.

EDUCATION & CERTIFICATIONS

Indira Gandhi National Open University

Masters in Commerce

2021-2023

Delhi University

Bachelor of Commerce

2017-2020

The Digital Society

Digital Marketing

2021-2022

PROJECTS

[Radarro.com](https://radarro.com)

[Batterseawebexpert.com](https://batterseawebexpert.com)

[Suryasarees.com](https://suryasarees.com)

[Floragreenbanquet.com](https://floragreenbanquet.com)

[Nirmalya.com](https://nirmalya.com)