

Mohd Arif Khan

Sr. SEO Analyst

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New Delhi, India

Experienced SEO Analyst with 4 years of proven success in website audits, project management, and team leadership. Specializes in driving organic growth through advanced technical SEO, strategic content optimization, and high-impact link-building strategies. Skilled in utilizing analytics and market insights to create data-driven solutions that enhance visibility, improve rankings, and achieve business goals.

WORK EXPERIENCE

SEO Analyst

Binary Semantics Ltd.

01/2024 - 12/2024

Gurgaon HR

Binary Semantics Ltd is product based company in Gurgaon HR.

Achievements/Tasks

- Led a high-performing SEO team, guiding strategy development and implementation to drive substantial increases in organic search traffic and revenue.
- Mentored and coached junior team members, fostering their professional growth and ensuring alignment with company objectives and industry best practices.
- Analyzed and reported on SEO performance metrics, delivering actionable insights to stakeholders and driving continuous optimization efforts.
- Create website landing page to promote paid advertisements.
- Good Knowledge of Wordpress , Shopify, And Web Designing.

SEO Analyst

Persyent Software Solution Pvt LTD.

02/2022 - 12/2023

Noida India 201301

Persyent Software Solutions is Web and Marketing Company in noida.

Achievements/Tasks

- Optimized website structure, speed, and mobile responsiveness to enhance search engine performance.
- Conducted keyword research and optimized meta tags, titles, and content for targeted SEO.
- Proficient in SEO tools like Google Analytics, Google Search Console, SEMrush, and Ahrefs for audits and tracking.
- Managed link-building campaigns to improve domain authority and generate quality backlinks.
- Analyzed website performance data, tracked SEO campaign success, and created actionable reports.

SEO Executive

E2web Service Pvt Ltd

02/2021 - 12/2021

Noida India

E2WebService is an internet marketing agency based in Noida.

Achievements/Tasks

- Implemented on-page SEO techniques to enhance website visibility.
- Developed SEO-friendly content to engage users and improve rankings.
- Managed link-building campaigns to boost domain authority.
- Conducted comprehensive keyword research and competitive analysis using tools like Semrush and Ahrefs.

SKILLS

On-Page Optimization

Keyword Research

Technical SEO

Keyword Research

Off-Page SEO

Local SEO

Wordpress Development

Analytics and Reporting

Google Analytics

Google Search Console

SEO Tools Proficiency(SEMrush , Ahref)

Project Management

Web Development

Paid Advertisement (Google, Facebooks , Instagram)

Marketing Automation

PROJECTS (WORK ON 100+)

La Scala (Canada)

Riscon Engineering Solution (Canada)

Mark Leader (Canada)

Tech Dot Inc (Canada)

Nerds Shop (Canada + USA)

Home Care Assist (Canada)

Clearance King UK

Alim Live UK

Family Pet Retreat LLC (USA)

EDUCATION

MUIT University (06/2020 - 07/2023)

B.tech In Computer Science Engineering

Integral Univeristy (06/2018 - 05/2020)

Diploma in Computer Scienmce Engineering

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Urdu

Full Professional Proficiency