

# Tanvi Rana

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## SEO Marketing Professional

SEO Marketing

Industry Preference:  
IT/Retail/E-Commerce

Location Preference:  
Delhi -NCR

## PROFILE SUMMARY

**A SEO Marketing Professional with over 1 year and 6 months of experience in the areas of:**

- Business potential keyword research for customers.
- Experience in developing links for the web pages to provide strength to web pages.
- Experience in analysis of traffic through Google Analytics.
- Experience in working on Google webmaster tool to check website performance, sitemap submission, crawler errors url inspection and search queries data collection.
- Experience in on-page SEO (Keyword Research, Meta Tags Development, Sitemap Development, Alt Tags Development, Heading Optimization, Content Optimization, URL Optimization).
- Competitors analysis report development through SEMRush and Moz.

## PROFESSIONAL EXPERIENCE

Since Nov'22-Till now

AllinPro Industries Pvt. Ltd.

SEO Executive

### Key Result Areas:

- Planning and devising on-page optimization, off page optimization strategies as per website requirements.
- Add custom events to the Google Firebase to check user behaviors.
- Project Reporting (Traffic Report, Ranking Report, Delivery Report, Progress Report).
- Researched on Keywords for working on various sites/topics, uses the tools like Google Trends, Google Keyword Suggestion tool etc.
- Monitor blogs, forums, consumer review sites and competitor sites that mention the product name and investigate content and provide profiling of negative content.
- Implement SEO tools with new social media content, a preponderance of public releases, article publication and high-quality link building to suppress negative sites.
- Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking, Adwords tracking and various other tools.

Since May'22-Oct'22

FutureSoft India Pvt. Ltd.

SEO Internship

### Key Result Areas:

- Content suggestions for customers to develop unique and SEO friendly content which help web pages to come up in SERP.
- Researched on Keywords for working on various sites/topics, uses the tools like Google Trends, Google Keyword Suggestion tool etc.
- Perform on page activities to create search engine friendly web pages.
- Monitor blogs, forums, consumer review sites and competitor sites that mention the product name and investigate content and provide profiling of negative content.
- Implement SEO tools with new social media content, a preponderance of public releases, article publication and high-quality link building to suppress negative sites.
- Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking, Adwords tracking and various other tools.

## PROJECT DETAILS

- **WeAreSui:-** [www.wearesui.com](http://www.wearesui.com), [www.sg.wearesui.com](http://www.sg.wearesui.com), [www.suemue.com](http://www.suemue.com) (Role: Content Optimization, Images Optimization, URL Optimization, Keywords Research, Meta Tags Development, Analytics Reporting, Link Building, Competitor Analysis )
- **FutureSoft India:-** [www.futuresoftindia.com](http://www.futuresoftindia.com) (Role: Content Optimization, Images Optimization, URL Optimization, Keywords Research, Meta Tags Development, Analytics Reporting, Link Building, Competitor Analysis )
- **Swagmee:-** [www.swagmee.com](http://www.swagmee.com) (Role: Meta tags development, keyword research, on page optimization, backlinks building, competitor analysis)

### Academic Details

2021

B. Com from CCS

### Personal Details

Date of Birth: 17<sup>th</sup> Aug 2001

Languages Known: Hindi & English

Address: Shri ram home, Nyaya Khand 3, Indirapuram, GZB- 201016