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## SKILLS

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### GOOGLE AD WORD & META AD ●●●●●

- Dynamic search ads (DSA) & shopping ads (SH), PMAx campaigns
- Facebook ads (meta ads)
- Youtube ads, linkdin post
- Targeting, Bidding, Copywriting, Testing, Optimization, Analysis, Research, Scheduling, Retargeting, Budgeting.

### GOOGLE ANALYTICS ●●●●●

- Reporting, Tracking, *Segmentation*, Visualization, Interpretation, Configuration, Attribution, Benchmarking, Auditing, Optimization

### GOOGLE SEARCH CONSOLE ●●●●●

- Indexing, Monitoring, Reporting, Analysis, Optimization, Verification, Tracking, Auditing, Insights

### PPC CAMPAIGN, SMS & EMAIL MARKETING ●●●●●

create and send rcs and email with high quality content clicks, impression, coverstion, conversion rate, cost, ROAS (return of ads spend), con value, cpc,

### OFF PAGE ●●●●●

- content optimization, hyperlink optimization, blog posting, competitor backlink analysis, article submission, forum posting, PPT & PDF submission, social bookmarking, profile and business listings, and image submission

### ON PAGE

- Negative Keywords, Content, Meta, Tags, Optimization, HTML, Structure, Internal, Links, Headers, pdp errors, FAQ'S

### TECHNICAL SEO ●●●●●

- Crawling, Indexing, Rendering, Schema, Markup, Sitemaps, Speed, Mobile, Canonicalization, Redirects

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## PROFESSIONAL EXPERIENCE

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### W3 ERA

seo excutive

2022 – 2023 | alwar, india


### SEO - Off-Page:-


- Create high-quality backlinks on international websites using ethical SEO techniques.
- Perform tag optimization, content optimization, image optimization, and hyperlink optimization.
- Develop and execute link-building strategies including blog posting, competitor backlink analysis, article submission, forum posting, PPT & PDF submission, social bookmarking, profile and business listings, and image submission

# pankaj saini

## Digital marketing & seo expert



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 new delhi

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## BACHELOR



## OF SCIENCE

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Bachelor of  
science (PCM)

RRBMU

2017 – 2020

alwar, rajsthan

master of science  
(chemistry)

RRBMU

2021 – 2023

alwar, india

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## LANGUAGES

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English ●●●●●

hindi ●●●●●

## SEO - On-Page:

- Research and identify high domain authority websites for SEO and optimize them organically to increase website traffic.
- Analyze the keyword universe and develop an SEO program to target and rank different keywords.
- Increase keyword rankings on search engine result pages (SERPs).
- Identify important keywords and search volume to outperform competitors.
- Remove negative keywords from all campaigns and websites.
- Create meta tags including meta titles, meta descriptions, meta keywords, and FAQs.
- Identify and fix PDP and PCP errors.
- Implement schema markup and manage site maps.
- Analyze page indexing and resolve page errors (404, 402, 303, etc.).
- Google AdWords:
- Develop and manage PPC campaigns, including DSA (Dynamic Search Ads) and SH (Shopping) search and video ads.
- Analyze campaign performance metrics such as clicks, impressions, cost, conversions, and ROAS (Return on Ad Spend).
- Analyze and remove negative keywords for improved search terms.

## Dentalkart

seo & digital marketing executive  
present | new delhi, india

## Google AdWords:

- Develop and manage PPC campaigns, including DSA (Dynamic Search Ads) and SH (Shopping) search and video ads.
- Analyze campaign performance metrics such as clicks, impressions, cost, conversions, and ROAS (Return on Ad Spend).
- Create new campaigns and adjust bids for better visibility on SERPs.
- Maintain better visibility of ad groups in SERPs.
- Analyze and remove negative keywords for improved search terms.

## Google Analytics:

- Analyze all data and organic traffic metrics.
- Generate weekly and monthly reports on sales (organic and AdWords).

## Google Search Console:

- Index website pages and analyze search queries, ranked keywords, and related keywords.
- Evaluate website or page organic data.

## Facebook Ads & Youtube ads:-:

- Create and manage Meta (Facebook) & youtube ads to drive engagement and conversions.

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## PROJECTS

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### WordPress

### Website

### Development and Optimization

- plug in, fix redirections
- optimized tags, content, images, and hyperlinks, implemented best practices to increase organic traffic

### Comprehensive Digital Marketing and Analytics

- used in metrics Google Analytics and Google Search Console, generated weekly and monthly sales reports, managed Meta ads, drove engagement, increased conversions

### Professional PPT Presentations for Client Projects

- Created and delivered presentations for client projects, including SEO strategies, campaign reports, and digital marketing plans; visually appealing and data-driven presentations