SKILLS

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, converstion 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

• Negetive 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

PROFESSIONAL EXPERIENCE

W₃ ERA

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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

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BACHELOR OF **SCIENCE**

Bachelor of science (PCM) **RRBMU** 2017 - 2020 alwar, rajsthan

master of science (chemistry) **RRBMU** 2021 - 2023alwar, india



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.

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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:

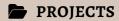
- Analyze all data and organic traffic metrics.
- Generate weekly and monthly reports on sales (organic and AdWords).

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.



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