

# BADAL YADAV

Senior SEO Specialist At Graygraph Technologies Pvt Ltd

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## SUMMARY

SEO Executive with 3.2 years of experience in effective online marketing and optimization. Performed online research and keyword searches targeting new and potential clients. Experienced in on-page/off-page SEO, keyword research, and link building, I help businesses meet growth targets. Produced performance reports using analytical data gained from research and client analysis.

## EXPERIENCE

### Senior Search Engine Optimization Specialist

Graygraph Technologies Pvt Ltd

07/2023 Present Noida, Uttar Pradesh, India

At Graygraph Technologies Pvt Ltd since July 2023, I bring 1 years of Digital Marketing experience, specializing in on-page optimization. Proficient in Google Webmaster Tools, Google Website Optimizer, SEO Audits, Web Content & OnPage Optimization, Off-Page SEO, Social Media Optimization SMO, and adept problem-solving. Experienced in Team Management and collaborative teamwork, skilled in Google Search Console and Analytics for data-driven decisions. My expertise spans SEM, Web Design, Keyword Research, and comprehensive SEO understanding.

### Digital Marketing Executive

Onlive Server

03/2021 06/2023 Farrukhabad

As a Digital Marketing Executive at Onlive Server since March, I leverage one year of experience to focus on both on-page and off-page optimization. My role involves refining website content, structure, and functionality for user-friendliness and search engine optimization. Additionally, I employ off-page strategies such as link building, social media engagement, and influencer collaboration to expand our digital footprint and enhance brand credibility.

## EDUCATION

### Bachelor of Computer Applications (BCA)

Makhanlal Chaturvedi National University

07/2022 Pursuing

### Diploma in Electrical Engineering

R. R. Group of Institutions

05/2016 06/2019

## CERTIFICATES

- On-Page and Technical SEO Test
- SEO Fundamentals Exam
- SemRush SEO ToolKit
- Advanced Search Engine Optimization Certification Program by Simplilearn

## SKILLS

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Google Analytics
- Google Webmaster Tools
- WordPress Design
- Keyword Research Optimization
- SEO Audits
- Web Content Optimization
- Team Management
- Analytical Skills
- Technical SEO
- Link building
- Competitor SEO analysis
- Local SEO
- Site speed optimization
- Generating organic traffic

## TOOLS

- SEMrush
- Ahrefs
- Keyword Planner
- Google Data Studios
- Ubersuggest
- Moz