**RAJNI KUMARI**

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**Career Objective**

**Career Objective:**

To thrive on professional credentials and seek a challenging job in a reputed organization and to integrate my SEO, Internet Marketing, Analytical and software skills in the IT industry specially to excel in the field of SEO [Search Engine Optimization].

**Summary**

**Having 4 years of Experience in Digital Marketing**

**Web Analytics**: Generating Report for Traffic Analysis using Google Analytics, extreme tracking and preparing the Manual report in Excel format of the keyword ranking, Web master tools, Optimizing websites as per SEO standards.

**Keyword Research**: Researching the best keywords using tool as Word Tracker, keyword Discovery etc., with less competition and high search volume for high Ranking of website.

**Keyword Analysis**: By using Stat counter and Google Analytics for better results, from where visitors are coming to our site, why they are going back and how we can stay them at our site.

**On page Optimization Activities: -**

* Unique Headline Title Create,
* Keyword Content Optimization,
* Alt Image Optimization,
* Keyword Anchor Text,
* Body Tags Optimization,
* Inbound / Outbound Links,
* XML Site Map Creation,
* HTML Meta Code Optimization In Title, Description, Keywords, Robot, Author, Revisit, More.

**Off page Optimization Activities:-**

* Directories Submission,
* Forums Submission,
* Press Release Submission,
* Social Network Submission,
* Comment Postings,
* Articles Submission,
* Bookmarks Submission,
* Blogging Submission,
* Question & Answers Post,
* Search Engines Submission,
* Classifieds Submission,
* Image Share Submission
* Google Map Submission,
* Guest Post Submission,
* Google Webmaster &
* Google Analytics etc.

**Social Media Optimization Activities: -**

* Create Account Setup: - Profile Verification, Logo Create / Back Ground Design,
* Increase: - Likes, Friends, Subscribers, Comments, Tags, Follows, Groups, Rating etc.
* Fan Page Create :- Content / Images Create, Posting, Sharing, Tagging , Comments etc.
* Discussion Groups :- Group Create, Group Adding, Groups Sharing, Groups Promoting etc.
* Image / Videos Create On Posting, Sharing, Promoting & Marketing,

**Job Responsibilities**

* On-page and Off-page Optimization.
* SEO analysis of client’s web site
* Analysis of client’s top keywords
* Search engine results tracking
* Generating and analyzing Competitor information
* Used tools like Google Keyword Analyzers, Back Link Checker, Webmaster tools.
* Web Sites Tracking Google Analytics.
* Generating daily and monthly Website Traffic Report using Google Analytics.
* Checking Webmasters in daily basis for updates on sites.
* Tracking and optimizing keywords positions.

**Work Experience**

Worked as a **SEO Analyst** with **Mars Web Solution,** Bangalore from November 2016 to till

Dec 2018.

Worked as a **Digital Marketing Executive** with **Sun Programs,** Bangalore from Jan 2019 to till OCT 2022

**Academic Credentials**

**BE (CSE) From RGPV University- Bhopal.**

**Technical Skills:**

* **Operating System : Windows XP,7,8 & 10**
* **Packages : MS Office Family**
* **Web Skills : SEO ( On Page / Off Page Optimization ), SMO**

**Personal Details:**

Date of Birth :25th july 1993

Permanent Address : Bihar, Patna

Current Address : Bangalore, karnataka

Languages Known : English, Hindi

**I hereby declare that the above information is true to the best of my knowledge and belief.**

Place: Bangalore

RAJINI KUMARI