

Surbhi Jain

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Summary

I have 2 years of experience as a SEO Executive(on-page and off-page activities)

Skills

- Conducting on-site and off-site(Developing link building strategies) analysis.
- Experience with website optimization tools.
- Researching and implementing content recommendations for organic SEO success.
- Assisting the content team in the creation of high quality, informative SEO content.
- Carrying out detailed keyword research according to the latest keyword strategies. Using
- Google Analytics and Google Webmaster to compile regular performance reports.
- Paying particular attention to any significant Google algorithmic changes.
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Develop and implement link building strategy.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Research and Analyze competitor's back-link.
- Analyzing keywords and SEO techniques used by competitors.

Employment History

Crystaltech eSolution LLP

SEO Executive

Jaipur, Rajasthan
January 2018 - Present

Responsibilities:

- Search Engine Optimization
- Social Media Optimization
- Content Strategy & Design
- Google Analytics
- Google Webmaster

Capellasoft Solutions

SEO Executive

Jaipur, Rajasthan
February 2017 - January 2018

Responsibilities:

- Search Engine Optimization
- Social Media Optimization
- Content Strategy & Design

Project

1. Visa Processing Service (<http://www.germanyvisa.co.uk/>)

This project is designed to book an appointment with German embassy for UK residents so that they can have an easy and hassle free experience to Germany visa. We have to get users through the apply online form.

2. Beds (<https://www.beds.org/>)

Beds.org evolved into a quality review site that assures customers are getting legitimate and updated reviews on mattresses, beds and sleep accessories. The mission of Beds.org is to provide the accurate reviews and rating about mattress and bed.

3. Dr Dorwa's Dental Clinic (<http://www.topjaipurdentist.com/>)

With a variety of Dental treatment plans, this project(Dr Dorwal's Dental Clinic, Jaipur) informs to providing its valuable services to patients and is responsible for their flawless smile. Our aim was to promote his clinic in a way to gather maximum number of clients.

4. Hospitto.com (<https://www.hospitto.com/>)

This application is build as an interface where patients meet the best doctors in their niche. It act as a third party client where patients can have easy access to best of medical facility by finding the right doctor for themselves.

5. Crystaltech eSolutions (<https://crystaltechsolutions.co.uk/>)

This site is made to promote our company in UK market. We provide all web services from development to designing to marketing. We cover everything.

Education

RBSE

12th

66.31%

Pratapgarh, Rajasthan

Enrolled April 2010

MLSU

BCA

GPA: 66.125

Pratapgarh, Rajasthan

Enrolled June 2013

MLSU

MCA

GPA: 6.265

Project:

Udaipur, Rajasthan

Enrolled June 2016

- Worked on E-assignment Management System and Online Education Portal using J2EE(JSP and Servlet)

Accomplishments

- Internship in JAVA at Srujan Infotech, Pune.
- Java Training at Blends InfoTech, Pune.
- DCA from IICT Udaipur.
- Build a project on Online Watches using html during BCA.

Personality Traits

- Industrious Nature
- Adaptive in learning new
- Technology Team Spirit
- Determined and Focused
- Good Presentation Skills
- Self Motivated

Hobbies & Interests

- Dancing
- Listening Music

