

Shivani Singh

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Profile Summary

Qualified SEO professional with solid experience in developing SEO campaigns, Google analytics, SEO rankings monitoring, keyword research, site auditing methods, social media optimization and link building. I have a passion for optimizing websites to achieve business goals and a talent for improving organic SEO rankings with my creative approach and thorough research and analysis.

Expertise & Skill Sets

- a. Search Engine Optimization(On Page/Off Page)
- b. Search Analytics Analysis
- c. Search Console Analysis
- d. Social Media Optimization
- e. Word Press Site Optimization
- f. Content Optimization
- g. Social Media Marketing

Professional Experience

Company Name: PR Infosystem Pvt. Ltd.

Designation: Digital Marketing Executive

Duration: January 2018 to October 2018

Company Name: Ritica Edusol Pvt. Ltd.

Designation: Digital Marketing Executive

Duration: November 2018 (Currently Working)

Responsibilities:

- Search Engine Optimization
- Social Media Optimization,
- Content Marketing.
- Google Analytics, Search Console.
- Keyword Analysis
- Local Business listings

Project Undertaken & Responsibilities:-

To Study and understand the enhancement requirements and seek Clarifications of SEO Techniques. Developing and delivering proactive strategies to enhance the site ranking in search engines.

Maintain whole website updating and the changes on site.

Preparation of Screen shoot and Excel sheets for enhancement of reporting module.

Ojaank IAS Academy:: full digital marketing, SEO optimization

Keywords: “UPSC Coaching in Delhi/NCR, Best Classroom Courses For IAS In Delhi, New Batch For IAS In Delhi ncr, UPSC Batches In Delhi/NCR, IAS Online Courses In Delhi, online upsc coaching in delhi ncr, New Batches For UPSC In Delhi/NCR, ncert coaching for ias, ias pre gs ncert course in delhi, gs ncert coaching for upsc, gs ncert coaching, Online course for ias in delhi, Online pre courses for IAS in delhi ncr, IAS coaching in delhi”

Website URL: www.ojaankiasacademy.com

Ojaank IAS Academy:: Manage online portal of video classes

Website URL: www.onlineojaankias.com

Shree RAM RAS Classes:: SMO Optimization, SEO optimization

Keywords: “ras coaching in Bikaner, ias coaching in Bikaner, ras ias coaching in Bikaner, best ias coaching in bikaner, best ras coaching in bikaner, ras coaching in rajasthan, ias coaching in rajasthan, best ias academy in bikaner, best ras academy in bikaner, ras academy in bikaner”

Website URL: www.shreeramrasclasses.com

Lexicos Word Press Site Optimization Website URL :

Keywords: Best Foreign Language Institute in Gurgaon, Best Cultural Institute in Gurgaon, Foreign Language Institute in Gurgaon, Foreign Language Courses in Gurgaon, Spanish Classes in Gurgaon, Spanish Language Training Institute in Gurgaon, Best Cultural Language Institute in Gurgaon

Website URL : <http://lexicos.in/>

Snowtech Air Conditioning Organic Search Improvement

Keyword: Old Ac Buyer in Gurgaon, Ac on Rent in Gurgaon, Second Hand AC sell in Gurgaon, Secondhand Ac Buyer in Gurgaon

Website URL : <https://www.aconrentgurgaon.com>

Ritica Rduol Organic Search Improvement

Keyword: omr sheet company in delhi, omrsheet company in Jaipur, live class setup company in delhi, omrsheet service, digital class setup company in Jaipur, digital class setup company in delhi,

Website URL : <https://www.riticaedusol.com>

Professional Skills:

Having 1.5 year of working experience in the field of Search Engine Optimization, Website Analysis, Traffic Tracking and Reporting.

SEO: Staying up to date with the latest developments in the SEO field. Capable of developing and implementing effective SEO strategies with the goal of producing high organic rankings on major search engines and generating increased targeted web traffic. Well-versed in advanced on-page and off-page SEO techniques. Extensive knowledge of Social Media and its use in Online Marketing.

Web Analytics: Proficient in using web analytics to analyze traffic trends and behavior and measure success of SEO efforts. Extensive use of web traffic analytical software such as Google Analytics.

Educational Details

COURSE	INSTITUTE	UNIVERSITY	YEAR OF PASSING	MARKS
BCA	Rajarshi school of management and technology, Varanasi	MGKVP, Varanasi	2015	68%
MCA	Shree Ram Murti Smarak college of Eng. & tech., Bareilly	UPTU, Lucknow	2018	81%

Personal Details

Date of birth : 22 Feb 1995
Gender : Female
Languages Known : Hindi, English

Declaration

Above given particulars are true to the best of my knowledge and belief.

Date:

Place: Jaipur

Shivani Singh

