

NIKUNJKUMAR RAVAL

Senior SEO Analyst | Strategic Optimization | Specialty In Off Page And Linkbuilding
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With 2.9 years of experience in SEO and digital marketing, I specialize in achieving annual goals through strategic initiatives. Skilled in both on-page and off-page activities, my key achievement includes boosting website traffic by 45% within a year.

EXPERIENCE

Ascend Soft, Bangalore
Senior SEO Analyst

02/2022 - Present

- Achieved a Page Rank of 130 to secure a position on the first page.
- Increased organic web traffic by 45% over a one-year period through refined keyword strategies and backlink development.
- Strong command of ChatGPT and ZeroGPT, enabling the creation of high-quality and effective content.
- Managed technical SEO improvements, reducing page load time by 30%, which resulted in a better user engagement rate.
- Coordinated with content teams to create highly effective content briefs that align with SEO goals, improving search rankings for targeted keywords.
- Worked diligently on competitor analysis and implemented aggressive link-building strategies step by step, achieving a Rank 1 position for the site.
- Implemented efficient internal linking strategies that improved domain authority, contributing to a 15% increase in overall site ranking positions.

iiiEM, Ahmedabad
SEO Executive

05/2019 - 01/2020

- Conducted in-depth keyword analysis and strategic planning, resulting in a 35% increase in keyword rankings.
- Worked closely with cross-functional teams to ensure alignment of SEO strategies with wider marketing objectives.
- Maintained and monitored weekly and monthly reports, along with associated strategies.
- Earned the opportunity to work on Meta Ads and manage budget reports for both Meta and Google Ads.
- Performed activities for the newly launched site, including site submission, bookmarking, blogging, social media handling, Google My Business, Google Search Console, and Google Analytics.

EDUCATION

Gujarat Technological University
Bachelor's Degree

Gujarat Technological University
Diploma

SKILLS

Ability to create effective SEO strategies for different industries

Adaptability

Microsoft Office

Fast Learner

Advance Analytical Thinking Skill

Ability to Multitask

Ability to work in a team

Critical thinking and problem solving

Team leadership

Expertise in off-page optimization

In-depth knowledge of link building strategies

Analytical thinking and problem-solving abilities

INTERNSHIPS

iiiEM, Ahmedabad
SEO Trainee

05/2019 - 07/2019

CERTIFICATIONS: Google Analytics for Beginners: Google,
SEO Fundamentals Certification: SEMrush Academy,
Google Digital Garage Certifications: Google,
CCNA: AIM Career Solutions

LANGUAGES: English, Gujarati, Hindi

KEY ACHIEVEMENTS

SEO Traffic Increase

- Achieved a 45% increase in organic traffic within one year, contributing significantly to departmental objectives.

Page Load Time Reduction

- Reduced page load times by 30%, leading to improved user experience and higher retention rates.

Market Share Growth

- Contributed to a 20% market share increase for targeted segments by implementing strategic SEO adjustments.

Domain Authority Improvement

- Enhanced internal linking strategies, resulting in a 50% increase in domain authority and improved site rankings.

TECHNICAL SKILLS

Technical SEO

Off Page SEO

Linkbuilding

Ahref

Semrush

Google Analytics

Report Management

Social Media

Keyword Research

Meta And Google Ads

Page Ranking