RAJESH CHOUDHARY

SEO MANAGER

1/3573, Ram Nagar, Shahdara, Delhi

Mobile: 7020696653   Email: rajeshsumanchoudhary@gmail.com

PROFILE

My ambition has always been to work in a competitive, well-organized and standardizing environment, where I can use my professional skills experience with a high growth oriented organization that could finally reflect in my work which is benefit to me and my company. My Primary objective across any organization is Customer Satisfaction.

PROFESSIONAL SUMMARY

With over 4 years of experience as an SEO Analyst specializing in On-Page & Off-Page SEO, ASO, and implementing diverse SEO strategies, I bring expertise in all onsite elements such as robots.txt, XML Sitemaps, and Canonical Tags. Proficient in analyzing website indexing, detecting duplicity for index and Meta tags, and conducting competitive analysis to drive future Search Engine strategies. I excel in client communication through email, chat, and calls. Additionally, I possess strong manual testing skills for Web and Mobile Applications, along with a deep understanding of SDLC and STLC. My proficiency extends to LAN networking, wireless network installation, and Router configuration. I also have 3 years of experience in e-governance projects and E-Tendering.

PROFESSIONAL EXPERIENCE

SEO Manager

Bajrangi Astro, Noida, UP   June 2021

- Developed and implemented comprehensive SEO strategies to increase organic traffic and improve search engine rankings
- Conducted keyword research, on-page optimization, and technical SEO audits to identify opportunities for website improvements
- Managed a team of SEO specialists and coordinated cross-functional efforts with content, marketing, and web development teams to achieve SEO goals
- Monitored and analyzed website performance using tools such as Google Analytics and Webmaster to track key metrics and identify areas for optimization
- Stayed up-to-date with industry trends and algorithm updates to adjust strategies and ensure best practices were always being followed
- Analysis of website indexing, Crawling and optimizing web page , landing page as well as blog content
- Analysing add campaign, Analytic, Webmaster and Heat map
- Analysed team work, competitor, traffic analysis and quality back links
- Generated Lead through organic and paid
- Handling SEM, SMO, and PPC

Senior SEO Executive

Travel-O-Media Solutions, Ghaziabad, UP   January 2021 - May 2021

- Developed and implemented comprehensive SEO strategies to increase organic traffic and improve search engine rankings
- Conducted keyword research, on-page optimization, and technical SEO audits to identify opportunities for website improvements

- Monitored and analyzed website performance using tools such as Google Analytics and Webmaster to track key metrics and identify areas for optimization
- Stayed up-to-date with industry trends and algorithm updates to adjust strategies and ensure best practices were always being followed
- Analysis of website indexing, Crawling and optimizing web page , landing page as well as blog content
- Communicate with client through email, phone and share weekly or monthly reports

SEO Executive
SEO Service & Solution, Faridabad, Haryana   March 2020 - December 2020
- Developed and implemented comprehensive SEO strategies to increase organic traffic and improve search engine rankings
- Conducted keyword research, on-page optimization, and technical SEO audits to identify opportunities for website improvements
- Stayed up-to-date with industry trends and algorithm updates to adjust strategies and ensure best practices were always being followed
- Analysis of website indexing, Crawling and optimizing web page , landing page as well as blog content
- Communicate with client through email, phone and share weekly or monthly reports

IT Support
STARiENGINEERING Technologies Pvt. Ltd., Delhi   October 2018 - February 2020
- Maintenance of LAN Networking, Router configuration, IP configuration and system Installation.
- Maintenance of Bio-Metric machine, Email creation and backup of website.
- AWS Server Handling and working on SQL Server also.
- Identified bugs and solve those issues with developer team.
- Providing Technical Support and solve technical issues at client side.
- Managed to track all problems and changes in product documents and software
- Email regarding services and product details for lead generations.
- Generating New leads with the help of email, message and call
- Customer meeting on weekly basis

Application Support
Urban E-Governance Project Maharashtra, Yavatmal   February 2016 - July 2018
- Working on SQL Server with Java Configuration of Mainet Workplace.
- Creating user accounts, permissions, and mailboxes.
- Handling AWS Server and working on SQL Server also.
- Identified and maintained the original configuration of requirements.
- Backup of website and Database on Daily basis.
- Handling E-Tendering web portal.
- Working on GEM's Portal
- Supports and manages LANs, WANs, and Internet systems.
- Installing, configuration and troubleshooting network routers, switches, load balancers, and security devices.
- Established network environment, IP configuration, system installation, formatting and monitoring access.
- Handling GPS Location and uploaded data on specific Maharashtra government web portal.

Desktop Support

Rural E-Governance Project Maharashtra, Yavatmal   March 2015 - January 2016

- Uploading all record on server like Death Certificate, Birth Certificate and Marriage Certificate.
- Uploading Accounting related data and documents on PRIYA'S accounting web portal.
- Uploading other office record documents on specific Maharashtra government web portal.
- Uploading NOC, Layout Map and Construction permission document on Maharashtra government web portal

EDUCATIONAL QUALIFICATION

Course	Year	University/Board	Percentage
M.C.A.	2011-2014	Amravati	67.00%
B.C.A.	2008-2011	Amravati	63.00%
H.S.C.	2008	Maharashtra	51.00%
S.S.C.	2006	Maharashtra	45.00%

KEY SKILLS

- ON Page Optimization
- OFF Page activity
- Technical SEO Audit
- Website Analysis and Audit
- Google Webmaster Tool
- Analytic GA4
- SMO
- SEM
- Google Adds
- Facebook Campaign
- PPC
- Advance Excel
- HTML

PERSONAL INFORMATION

Father Name   Sumanji Vijaykant Choudhary
Date of Birth   16 – March – 1990
Marital Status   Married
Permanent Address   "Mira Sadan" L1/247 Shivaji Nagar, Amravati Road, Lohara, Yavatmal, Maharashtra - 445002
Temporary Address   1/3573, Tyagi Colony, Near Tyagi Dharmshala, Ram Nagar, Shahdara, Delhi – 110032
Languages Known   English, Hindi, Marathi, Maithili
Hobbies / Interest   Reading News Paper & Riding Bike

Declaration: "The above statements are true to the best of my knowledge and belief."

 Date: Place: Signature