

Satabdi Panda

SEO PROFESSIONAL, STRATEGIST

Executive Summary

Results-driven professional, seeking to use proven skills to deliver excellence.

Achievements

- Positioned website in a competitive niche at top 5 for high volume keywords
- Increased organic traffic
- Created helpful content which helped in better SERPs
- Implemented JSON-LD structured data for FAQs

Reach me at:

satabdi.307@gmail.com
8087770440
<https://in.linkedin.com/in/satabdi-panda-67224932>

Executive Summary

Results-driven professional, seeking to use proven skills to deliver excellence.

Skills

- Leading and Brainstorming
- Organizing and Multitasking
- Problem Solving
- Keyword Research
- SEO Analysis And Audit
- Technical SEO implementation
- Website UI enhancement Competitor Analysis
- Content Optimization/Management
- Google Adwords And PPC
- Social Media Management
- Google Business Page Management / Local SEO

Education

Maharashtra Institute of Technology,
Pune, India — Master of Computer
Applications - MCA
2010 - 2013

Career History

SEO TEAM LEAD

Weatherseal, Bangalore, India | October 2018 - Present

- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Develop and implement link building strategy (Paid)
- Work with the development team to ensure technical SEO & best practices are properly implemented on newly developed code
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

Sr. SEO Executive

Team Pumpkin | September 2017 - September 2018

- Reviewing and analyzing client sites for areas that can be improved & optimized
- Preparing detailed strategy and analytics reports
- Identifying powerful keywords to drive the most valuable traffic
- Analyzing keywords and SEO techniques used by competitors

Digital Marketing Executive

Xpedient Digital Media, Hyderabad, India | February 2017 - July 2017

Organic digital marketing activities with social media management for clients and organization.

SEO Analyst

DivyaCloud Solutions LLP, Pune, India | February 2015 - September 2016

On page and off-page SEO activities along with paid ads for client and organization.

SEO Executive

Maverick Software (I) Pvt. Ltd, Pune, India | September 2014 - November 2014

Keyword research with tags optimization and twitter account management.

SEO Analyst

Cheasy Solution, Pune, India | June 2013 - August 2014

Paid ads management, DFO management and content publishing for clients.

Satabdi Panda

SEO PROFESSIONAL, STRATEGIST

International & Multi-national Clients

Multinational

KidZania (<http://www.kidzania.com/>)

- Tracking technical International SEO implementation from SEMRush
 - Analytics Geotargeting- Demographics report
- KPIs Monitored:
- percentage of traffic from organic search per country
 - average page load speed by regions, by content types...
 - business leads generated per region
 - time spent on the page, bounce rate, click-through rate,
 - No. of backlinks acquired by region
 - overall business performance by region upon implementation

International

<https://completehomecarepa.com/>

Major Contribution to suggest AMP Implementation

<https://generalsurgeonsydney.com.au/>

Major Contribution site-structure suggestion and categorization

<https://www.mensusa.com/>

Major Contribution shopping feed optimization of 8000+ products.
Largest website with 5k+ pages