


# MOHANBALAJI S

Junior SEO Manager

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## SUMMARY

Dedicated SEO Analyst who can conduct efficient, accurate research and SEO strategy implementation. Skilled at conducting keyword research, search engine analysis and assisting with sitemap building. Specialized at utilizing content and cross-platform marketing for SEO strategies.

## PROFESSIONAL EXPERIENCE

### Junior SEO Manager

Gimme Gamma

April 2021 - Present

- Analyzing keywords and SEO techniques, preparing detailed strategy reports used by competitors.
- Conducted SEO research and optimized existing content as well as recommended new pages in accordance with research.
- Provide recommendation and execute strategies for content development in coordination with SEO Goals
- Performed On and Off page technical SEO audit and present recommendations to site owner.
- Performed full SEO site audit and analysis (technical, Analysis, Content, Social, etc.).
- Managed and monitored ranking in search engine for weekly basis.
- Knowledge of HTML, CSS, and Bootstrap.
- Explaining the strategies to the content development team.

### SEO Analyst

Infinity Digital

January 2019 – March 2021

- Developing and implementing the effective Search Engine Optimization (SEO) strategies.
- Manage and improve organic search engine performance.
- Monitor and evaluate organic campaign performance across all major search engines.
- Improve organic performance through expanded keyword inventory, multivariate keyword and landing page performance.
- Developed and Implemented Link Building Strategy.
- Have done relevant SEO audit for ongoing optimization.
- Manage the day-to-day search marketing activities across multiple search engines SEO campaign planning and optimization.
- Make changes in design, content and links as per requirements.
- Collect data and report on traffic, rankings and other SEO aspects.
- Stay up to date with the latest SEO and digital marketing latest trends and best practice.

## SEO SKILLS

- Involved fully on Off-Page Optimization activity.
- Stayed up-to-date on evolving SEO trends, practices, and guidelines
- Work closely with the team members to meet management goals.
- Submitting the Complete daily, Weekly, and monthly tracking reports for traffic and keyword performance.

### **SEO Tools**

Ahrefs, Google Keyword Planner, Google Analytics and Google Webmaster Tool, Google Page Speed Insights, Schema Creator, SER Rank Checker, SEO Site Checkup.

## EDUCATION

BE (CSE) – The Kavery Engineering College (AU – Chennai) - 2017  
Diploma - The Kavery Polytechnic College (AU – Chennai) – 2014

### **Languages:**

- English
- Tamil
- Kannada