



## CONTACT



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Tirupur, Tamil Nadu, India

## SKILLS

- On-Page SEO.
- Off-Page SEO (link building).
- Content Writer - Ability to write with manually & AI tools.
- Google Ads, Facebook Ads, Instagram Ads.
- Website analysis using Google Analytics & Google Search Console.
- WordPress Developer (can design a website using WordPress themes and optimize it completely for the needs).
- Ability to Manage Social media.
- Expert in using Canva to create.
- Infographics, Presentation, & Ad banner.
- MS Office - Word, Excel, Presentation

## LANGUAGES

- English
- Tamil

# YOGESHWARAN K

## JR. SEO CONSULTANT

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## PROFILE SUMMARY

Hardworking, motivated, passionate and proven skills in increasing website traffic and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing website visitors and boost engagement. Excellent analytical, organizational and decision-making abilities.

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## WORK EXPERIENCE

### Jr. SEO Consultant | ClickDo Ltd, Tirupur

April 2021 - Present

- As a Jr. SEO Consultant, I'm working on a number of UK Business Blogs to maintain and improve traffic on SERPs.
  - Maintaining three client websites in the UK. I'll write content and post blogs regularly to keep the site active and build links through Off-Page SEO strategies like infographic submissions and Quora submissions.
  - I'll do proper keyword research using Google Keyword Planner and Ahrefs and pick a bunch of keywords that suit our site niche perfectly for ranking and write appropriate content without plagiarism for perfect interlinking.
  - After Writing the content, I'll optimise the On-Page SEO factors with proper Meta Title and Description using WordPress CMS to make them rank at the top position of SERPs.
  - I'll analyse the websites regularly using Google Search Console and Google Analytics to measure the ranking performance.
  - I'll work on Link Placements for all our client websites to place the given links to the exact and long tail anchor texts.
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## INTEREST

- Chess
- Web browsing
- Cricket
- Exploring new places
- Travelling
- Trying out new dishes and recipes

## ACHIEVEMENTS

- Won First place in the Symposium conducted by SVS College of Engineering, Coimbatore
- Won Overall Champions Trophy at the symposium conducted by SVS College of Engineering, Coimbatore
- Won 2nd price in the Inter-College Project Exhibition for my project Non-Contact Tachometer
- Designed a website from scratch using WordPress CMS, done Keyword Research and posted blogs. Currently it is one of the popular business magazine in UK with monthly high traffic
- Designed a website for CBSE educational Institution (ponnammal.com)
- Best Performer of the year 2022 Award

## REFERENCES

**Mr. Dinesh Kumar VM | SEO  
Consultant, ClickDo Ltd**



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**Mr. Fernando Raymond | Founder &  
CEO, Clickdo Ltd**



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**Dr. S. Suresh | Professor & Dean  
Student Affairs, KIT - Kalaingar  
Karunanidhi Institute of Technology**



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## EDUCATION

**B.E - Electrical and Electronics Engineering |  
KIT - Kalaingar Karunanidhi Institute of  
Technology, Coimbatore**

Aug 2015 - April 2019

CGPA - 6.24

**Grade XII | Vivekanandha Vidhyalaya  
Matriculation Higher Secondary School**

June 2014 - March 2015

Achieved 87.54% with a score of 163 in English

**Grade XII | Velammal Matriculation Higher  
Secondary School**

June 2012 - April 2014

Achieved 90.1% with a score of 87 in English

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## INTERNSHIP

- Had a chance to visit Kundha Power Plant, Ooty to learn practically about the construction and working of the hydro power plant
  - Attended 1 week Power Electronics Training at Advanced Training Institute (ATI), Chennai (Feb 2018)
  - Learned about wire manufacturing at Goflex Wires and Cables, Tirupur (March 2019)
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