

B603 High court staff quarters, temple road
opp to jalavayu towers, benniganahalli
Bengaluru-560038
8884399541
vijayalaxmi31294@gmail.com

VIJAYALAXMI TEGUR M (SEO ANALYST)

Objectives :

I am looking for a challenging career in SEO which will utilize my knowledge, education, creative talents and commitment to excellence in organization.

Digital marketing skills :

On page optimization

- URL renaming/re-writing.
- Url Canonicalization(301 redirects using .ht access code).
- Optimizing websites by Analysing Clients Individual Web Pages using Dupli- checker, Copy scape for Refreshing Content.
- Website Loading Speed, Site Navigation Structure.
- Importance of Bread Crumb Structure.
- Competition Analysis.
- Keyword Research (Google Keyword tool).
- Title & Meta Tags development.
- Importance of H1, H2, H3 Tags.
- XML sitemap Creation, Html sitemap.
- Robots Text Creation.
- Schema (Rich Snippets).

Off page optimization, why it is required in SEO and its importance?

- Directory Submissions.
- Social Bookmarking in high PR sites.
- Participation in Forums and Effective interaction to get Permanent Back links.
- Blog Commenting.
- Guest Blogging.
- Article Submission.
- Search Engine Submission.
- Creating Attractive Info graphics and Sharing in Social Networks for User Engagement.

Google webmasters

- Adding a Site and Verification Process.
- Configuration Settings.
- URL Parameters.
- Search Analytics Reports.
- Traffic.
- Search Queries.
- Links to Site / Internal Links.
- Resubmitting Sitemaps.
- Robots.txt tester.
- Remove/ Temporarily hide urls from search results.
- Rich Snippets.

Research and Analysis of keywords

- Importance of keywords in seo.
- What are keywords?.
- Types of Keywords(Broad match, Exact match, Phrase Match , Broad match Modifier).
- Research on keywords.
- Competitor keyword analysis and tools used.
- Analysis of keywords using Google Ad Words keyword tool.
- Competitor Keyword Research Tools : Keyword Spy, SPyfu, SEM Rush.

Google Alogorithms

- Panda Algorithm.
- Penguin Algorithm.
- Hummingbird Algorithm.
- Pigeon Algorithm.
- Mobile Algorithm.

SEO Audit Report Tool

- Screaming Frog SEO Spider (for larger websites).

Tools Been Working

- Moz Bar
- Alexa Rank
- Yoast Seo
- Seo Quake
- Ahrefs
- SEMRUSH
- SEO Powersuite
- Screaming Frog SEO Spider Tool
- Keyword Planner
- All in one Webmaster
- Indexation Checker tool

- Rich Snippet Tag Generator tools
- Sitemap Generation tools
- Google PageSpeed Insights
- Panda Penalty Checker tools
- Duplichecker.com
- KeywordSpy
- Spyfu
- Brokenlinks Checker tools
- Ubersuggest
- Similarweb.com
- Xml sitemaps.com
- Seo sitechecker
- Google Search Console
- Wappalyzer

Education :

- B.com : Bangurnagar degree college dandeli (Karnatak University Dharwad)
- PUC : Janata vidhyalaya college Dandeli
- SSLC : Rotary Kannada high school Dandeli

Additional Skills :

- Email Marketing
- SMS Marketing
- Social Media Marketing
- Google ads

I do hereby declare that about furnished details are true to the best of my knowledge.

Date :

Place :

VIJAYALAXMI TEGUR M