



Suganya Karthi

SEO Analyst

203, spb colony, pallipalayam,
Namakkal, Tamil Nadu, India, 638010
+91 9865717729
suganyasputnik@gmail.com

A results-driven SEO Specialist with 8+ years of experience, specializing in content strategy, Technical ON & OFF page SEO, effective backlink building. A strong history of building and leading diverse SEO teams to execute complex SEO initiatives.

Professional Experience

May 2015

Present

SEO Analyst

Designpluz Pty Ltd, Australia

Technical and On-Page

- Performed a thorough website evaluation to find any technical issues on the website from high rated tools like screaming frog, SEMrush & AHREFs.
- Manually finding out SEO technical issues that are not triggered by SEO tools.
- Will provide detailed recommendations to improve the website structure, design, content, interlinking, and other factors to improve SEO score and user experience.
- Performs intent-based keyword research for optimising different types of website pages.
- Creating metadata based on industry standards.
- Content audit focusing on keyword gap and content structuring.

Off-page & Local SEO

- Implemented authoritative link-building strategies to enhance the backlink profile of the website.
- Extensively on Article promotion, web directory, forum, business listing, guest blogging link-building etc.
- NAP consistent link building to enhance local visibility.

Functional & Communication

- Clear communication ideas, solutions, challenges, and sending results to the client in a timely manner.
- Managed client's expectations in terms of website organic performance and business growth.
- Good in email communication and have a decent experience on call communications.
- Task & ETA management.
- Coordinates with cross-team to improve website performance.

Strategy & Performance

- Brainstorms for new SEO tactics and analyses search algorithms to create new and creative growth strategies with upreand seo challenges.
- Created and introduced strategies based on the client's goals based on the business's niche.
- Worked on goal oriented KPIs every 3 months and devises a strategy to achieve team goals.
- Monitored and tracked project progress and proactively handles any issues that arise.
- Strategizing SEO to get more conversions to the website.

Reporting:

- Created website performance reports using Google Analytics and Search Console in Google Data Studio.
- Analysis of traffics of website & the medium of sources.
- Providing insightful findings into the weekly/ Monthly Client report.

March

| March
2012

April 2023

www.123coimbatore.com

Had hands-on experience on handling whole B2C business portal, Company's corporate websites & high priority leads generating services pages. Being a Team Lead managing the team members for meeting the team goals. Had trained 40+ SEO interns with quick crack SEO strategies.

We use to list movies running in the city which is very challenging task to keep the audience to meet their movie search requirement, Planning the team with morning 7 AM updates on every fridays.

My responsibilities includes

Search Engine Optimization (SEO)

Search Engine Advertising (SEA)

Social Media Optimization & Marketing (SMO & SMM)

B2B Social media marketing

Website Audits

Pay Per Click (PPC)

Facebook page/group/product promotions

Google Ad Sense

Google Ad words

Facebook landing page optimization & Facebook advertisement

Project Management & Client communication

Contributed projects

<https://www.123coimbatore.com>

<https://www.webdesign.123coimbatore.com>

<https://www.blog.123coimbatore.com>

Here I have been a part to optimize most of the business keywords landing from google SERP and from user search analysis. I have been a head member in handling big cinema module which has vast way to get conversions with google ad sense.

Education

Bachelor of Engineering

Government Girls Higher Secondary School, Salem

Key Skills

Leadership



Adaptability



Team Player



Technical SEO



Certifications

Bulats

Cambridge

C1 4+ certified Research level in both english speaking & Writing. Got Certified from Cambridge University.

Google Ads Display Certification

Digitized by Google

Google Analytics Individual - Advance Level

Digitized by Google

July 2023	AI-Powered Shopping ads Certification	Google
July 2023	Google Ads Display Certification	Google
July 2023	Google Ads Video Certification	Google
July 2023	Google Ads Search Certification	Google
July 2023	Google My Business Optimization Specialist	Google