

MAHENDRA L

SEO Specialist

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Electronic City, Bengaluru

SUMMARY

I am a passionate and results-driven professional with over 3 years of experience in the dynamic realm of Digital Marketing, specializing in SEO. Throughout my career, I have been on a mission to drive impactful online strategies that enhance brand visibility, engage audiences, and boost conversions. My expertise lies in leveraging SEO techniques to optimize website performance, increase organic traffic, and improve search engine rankings.

EXPERIENCE

SEO Specialist

Pattem Digital Technologies

- 07/2023 - Present Whitefeild, Bengaluru
- SEO - Onpage & Offpage - fixing onpage errors, keyword research, keyword optimization, backlink submission.
- Social Media Optimization - Tagline Writing & Image Creatives for social media
- Analyse Website Traffic & performance using Google Analytics GA4, Google Search Console ,sitemap.xml submission
- Adding Webpage Content in the backend
- Keyword research for each category & location
- Onpage optimization of the website site in terms of URL structure, Title, meta description, H1 tag, Website content optimization, Blog updation, Interlinking and Images (ALT tags and less size)
- Fixing Onpage issues like Pagenation issue, Duplicate(Title, Description, H1), Missing (Title, Description, H1, image alt tag), Image optimization, Broken link, SSL implementation, canonicalization, Site redirection, 301 redirection of duplicate pages and page not found pages to relevant page.
- Posting Events and Blogs on Social Media Platform
- Working with Wordpress on its SEO plugins, Publish Insight Blogs based on the Keyword complexity.
- Develop and implement Off Page / link building strategy
- Tools/Techniques used: Schema Implementation, Google Analytics, Google Webmaster, Google Business Listing, Screaming frog, Ahrefs, semrush, Web CEO, Plug Ins (Yoast, XML), HTML.

SEO Analyst

DOT Mappers IT Pvt Ltd

- 02/2021 - 04/2023 JP Nagar, Bengaluru
- Handling SEO for Australian projects in various platform.
- Responsible for complete Onpage - offpage Optimization and Google Business Listing Optimization process
- Developing and improving websites to enhance organic search rankings.
- Prepare and send the SEO Improvement reports to the clients in weekly and monthly basis.

SEO Intern

MARS Web Solution

- 10/2021 - 01/2022 Jayanagar, Bengaluru
- Performing with off-page Activities in creating quality Backlinks to boost the website performance

EDUCATION

Bachelor of Engineering in ECE

Vivekananda Institute of Technology

06/2015 - 07/2019 Bengaluru, KA

12 Grade

Vivekananda PU College

06/2013 - 07/2015 Bengaluru, KA

SSLC

St. Philomena School

Bengaluru, KA

ACHIEVEMENTS



Received Best Performer Award

For giving a result in Keyword rank increase and leading to Client enquiry from Mercedes Benz



Team Leader for SEO department

Why are you proud of this achievement?

SKILLS

On-Page SEO

Off-page SEO

Technical SEO

Google Analytics

Google Search Console

Google my Business

Google Ads

Word press

Google Webmaster Tools

SEM Rush

Ahrefs

Social Media Marketing

HTML

CSS

Java script

Excel

CERTIFICATION

Digital Marketing Certificate

Digital Kora

PASSIONS



Browsing New Things

Passionate about leveraging creative and unconventional strategies to drive user acquisition and business growth.



Marketing Analytics

Deeply interested in analyzing data to uncover insights that inform strategic marketing decisions.