Agilandeswari A

SEO Specialist

Experienced SEO Specialist with three years of professional experience. Skilled in conducting thorough keyword research, in implementing on-page optimization strategies that lead to improved rankings, effectively driving organic traffic.

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EXPERIENCE

Pickyourtrail, Chennai — *SEO Specialist*

Feb 2023 - PRESENT

- Conduct comprehensive site audits to identify areas for improvement.
- Analyze audit reports and implement necessary fixes to enhance site performance.
- Develop and maintain performance tracking reports utilizing Google Search Console, encompassing keyword research, rank tracking, and monitoring of indexed pages.
- Execute On-page Optimization strategies tailored to specific regions to elevate search rankings.
- Successfully elevated the visibility and lead generation for across various focus markets, resulting in significant rank improvements and increased conversions.
- Achieved a 15% improvement in search engine rankings, surpassing the target of 10%.
- Achieved a 54% surge in deal size in one quarter.

Miosalon, Chennai — *SEO Analyst*

Jan 2022 - Feb 2023

- Conducted site audits and managed XML sitemap updates to ensure optimal site health.
- Analyzed performance tracking reports and conducted keyword research to inform SEO strategies.
- Implemented On-page optimization techniques, including keyword optimization in content and meta tags, to enhance search engine visibility.
- Implemented structured data markup, such as FAQ Schema and Review snippets, to expedite ranking improvements in Google SERP.

Cube45 Ecommerce Services, Chennai — *SEO Analyst*

Jan 2021 - Jan 2022

- Conducted page audits and executed on-page optimization strategies to improve website visibility.
- Implemented various structured data markup, including FAQ and Sitelinks schema.

SKILLS

- On Page SEO
- Off Page SEO
- Technical SEO
- Keyword Research and Planning
- Competitor Analysis
- Organic Traffic Growth
- Semrush
- Google Keyword Planner
- Google Analytics
- Bad Link checker
- Google Lighthouse
- Web Cache viewer

CERTIFICATIONS

- Google Ads Essential Training Course by Linkedin Learning.
- Google Analytics 4 by Google Digital Academy.

EDUCATION

Anna University, Chennai — *BE Mechanical*

2016 - 2020