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Address

161, Rajaji 1st street
Thirumangalam, Madurai

Education

2016 - 2020

B.E (Automobile)

K.L.N. College Of Engineering

2015 - 2016

HSCC

Mepco Schlenk Matric
Hr.Sec.School

Skills

- Off Page Optimization
- On Page Optimization
- Google Ads
- Keyword Research and Analysis
- Competitive Analysis
- Link Building

Tools Used

- Google Search console
- Google Analytics
- Ahrefs
- Moz
- Pitch Box
- Rank Tracker
- Apollo.io

V.ALBERTMEYSHAK

SEO EXECUTIVE

Seeking an opportunity with a forward-thinking organization to utilize my SEO skillset and drive business growth through improved online presence.

Work Experience

2022-Present

Profit Apps Inc (Profit.co) | Madurai

Job position here

- Developed and executed comprehensive SEO strategies to increase organic search visibility, website traffic, and conversions.
- Conducting comprehensive keyword research to identify the most effective keywords for a particular website or content.
- Ensure on-page SEO strategies, including optimizing title tags, meta descriptions, and headings to improve search engine visibility.
- Collaborated with the content team to produce SEO-friendly content, ensuring that all content adhered to best SEO practices and guidelines.
- Executing link-building strategies to increase the website's authority and improve its search engine ranking.
- Analyzed website performance using tools such as Google Analytics, and Google Search Console, to identify areas for improvement.
- Monitoring and evaluating competitor's SEO strategies and identifying opportunities to improve the website's ranking and visibility.
- Maintaining top-priority keywords ranking at an **average below 8**.
- Developed and managed Google Ads campaigns, optimizing ad spend to maximize ROI and ensure alignment with overall marketing objectives.
- Conducted A/B testing on ad copy and landing pages to improve conversion rates and drive targeted traffic.
- Utilized detailed reporting and analytics to monitor campaign performance and make data-driven decisions.
- Stayed up to date with industry trends and algorithm updates to adapt SEO and Google Ads strategies, maintaining a competitive edge.

Certifications

- Completed SEO Certification in Hubspot
- Completed Inbound Marketing Certification in Hubspot
- Completed Google Analytics Certification in Google