

# **RESUME**

**G.SARANRAJ**

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## **CAREER OBJECTIVE:**

Highly proficient SEO specialist boasting over 6+ years of experience, dedicated to elevating organic search rankings, keyword positioning, and link-building strategies for prominent EdTech, SaaS, Ecommerce Websites.

## **EXPERIENCE:**

I had 6 years 4 months of experience a role in SEO analyst. Typically involves analyzing websites, keyword analysis, conducting keyword research, on-page optimization and off-page optimization, monitoring website performance, and implementing strategies to improve search engine rankings pages and organic traffic. Dedicated technical SEO, data analysis, identifying trends, link building, HTML5, CSS3, adobe PDF & wordpress, google webmaster tools, competitor analysis, SEO strategies, schema, google data studio, google tag manager and SEO reporting.

**COMPANY NAME:** Think and Learn Private Ltd(BYJU'S).

**DESIGNATION:** Digital Marketing Analyst.

**JOINING DATE:** 25<sup>th</sup> Feb 2016.

**ENDING DATE:** 6<sup>th</sup> May 2022.

## **CORE RESPONSIBILITIES:**

**Keyword Research:** Researching the ideal keywords using Google Keyword tool, having less competition and higher search volume for higher ranking of company website.

### **On-Page Optimization:**

Website Analysis, Competitor Analysis, Keyword selection, SEO Title, Meta Description, Copyscape, Page speed checker, Internal and External link building, Image optimization like file names alt text, Schema Markup, Google webmaster tools, DNS problems, Server connectivity problems, SERP, SEMrush, Screaming Frog, website audit, Wordpress, organic traffic.

- Managing and executing the SEO strategies for generating traffic and engagement.
- Auditing to check any tech opportunities to add or to fix to improve the performance.
- Implementing schemas to increase ranking opportunities in SERP.
- Optimized Website content.
- Improved web rankings from page 2 to Top 3 for major keywords.
- Prepared month-over-month reports in easy-to-read format.
- Copywriting and SEO editing.
- Content planning and strategy, with competitor and target audience analysis.
- Monitoring website performance

### **Off-Page Optimization:**

Research competitors and implement Link building strategies for improving DR, DA part of acquiring more backlinks, Guest post Submission, Broken link building, Social bookmarking sites, PPT Submission. The Off-page achievements low domain authority to high domain authority 35% has been increased. Monitoring backlinks performance. **Tool Name:** Ahrefs, Moz bar.

**SEO CONSULTANT(FREELANCING):**  
**JOINING MONTH: Jan 2024 To Aug 2024**  
**COMPANY NAME: Astradairy.In, Learncoz.Com**

- **Keyword Research:** We conducted in-depth keyword research to identify not only high-volume keywords but also long-tail keywords relevant to specific subjects and academic levels. This allowed us to create targeted content for various segments of the audience.
- **Content Optimization:** We optimized existing educational content, ensuring it was accurate, engaging, and aligned with the latest curriculum. New content pieces were created to address trending educational topics and student needs.
- **Technical SEO:** A thorough technical SEO audit was conducted to identify and address issues affecting crawlability, indexability, and site performance. This included optimizing site speed, improving mobile responsiveness, and fixing broken links.
- Conducting Competitor Analysis and evaluated industry trend for clients
- **Backlink Strategy:** We developed a comprehensive backlink strategy, focusing on acquiring high-quality, education-related backlinks. Collaborations with educational institutions and partnerships with authoritative educational websites were established.
- Practical knowledge of Generative AI, ChatGPT, Bard and AI Chatbots

#### **TECHNICAL SKILLS:**

- Search engine optimization (SEO) using keyword research and search for traffic, On-Page Optimization & Off-page Optimization, website analysis, organic traffic.
- Good at Competitor Analysis, Knowledge on Google Search Console & Google Analytics (for Visitor analysis, Organic etc.).
- Screaming Frog, Ahrefs, Mozbar Pro, SEMrush, Grammarly, Similar web traffic, Microsoft Excel, Windows10.
- HTML5, CSS3, Google data studio, Google tag manager.

#### **EDUCATION QUALIFICATION:**

- M.E(EST) from G.T.E.C, Vellore in 2014 with 7.8 CGPA.
- B.E(EEE) from P.T. Lee. CNCET, kancheepuram in 2011 with 62%.
- Diploma(EEE) from R.P.C, Gudiyatam in 2008 with 69%.
- HSC from N.K.M. Hr.Sec. School, Vellore in 2005 with 59%.
- SSC from N.K.M. Hr.Sec. School, Vellore in 2003 with 69%.

#### **HOBBIES:**

- Music: listening to music.
- Sports: running, cycling, cricket.
- Outdoor Activities: camping, rock climbing.
- Collecting Hobbies: coins.
- Puzzles and Games: Chess, video game.

#### **DECLARATION:**

I hereby declare that all the information furnished above is true and correct to the best of my knowledge and belief.

**Place:**

**Yours faithfully**

**Date:**

**(G.SARANRAJ)**