

RONY DAVY

SEO SPECIALIST



CONTACT

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Lottegollahalli, Bengaluru

SKILLS

- Google Business Profile
- GMB Ads
- Google Merchant Center
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google Workspace
- Bing Webmaster Tools
- Technical SEO
- On & Off Page SEO
- Shopify & WordPress SEO

LANGUAGES

- Malayalam (Proficient)
- English (Advanced)
- Kannada (Elementary)
- Hindi (Intermediate)
- Tamil (Elementary)

EDUCATION

Bachelor of Science
(B.Sc.) Physics
Calicut University | 2008



PROFESSIONAL SUMMARY

Results-driven SEO Specialist with 2 years of experience in search engine optimization, content strategy, and digital marketing. Skilled in driving organic traffic, improving SERP rankings, and executing data-driven strategies that enhance online visibility. Proficient in keyword research, on-page/off-page SEO, technical audits, and performance analytics. Adept at collaborating with cross-functional teams to achieve measurable results.



EXPERTISE

- SEO Tools:** Google Analytics, Google Search Console, Ahrefs, SEMrush, Moz, Screaming Frog, Ubersuggest.
- Technical SEO:** Website auditing, schema markup, XML sitemaps, Website Indexing Skills, mobile-first optimization, Core Web Vitals.
- On-Page SEO:** Keyword optimization, meta titles & meta descriptions, alt tags, internal linking, content creation and optimization.
- Off-Page SEO:** Backlink strategies, competitor analysis, brand mentions.
- Content Marketing:** Blog strategy, content planning, copywriting, keyword mapping.
- Analytics & Reporting:** Traffic analysis, ROI tracking, ranking reports.
- Google My Business:** GMB profile optimization for local SEO and enhanced visibility, GMB campaigns, Enhancing local search rankings by securing placement in Google's Local 3-Pack.
- Google Merchant Center:** Product feed management and optimization for Google Merchant Center.
- Google Tag Manager:** Managed and deployed tags through Google Tag Manager, reducing dependency on developers and improving implementation speed for SEO and analytics tracking.
- Google Workspace:** Improved team productivity by utilizing Google Workspace tools to centralize files, streamline workflows, and enhance coordination for SEO projects.
- Bing Webmaster Tools:** Setting up & analyzing search queries, rankings to optimize content for Bing's search engine algorithm.
- Other Skills:** CMS platforms (WordPress, Shopify)



PROFESSIONAL EXPERIENCE

SEO Specialist

Fawn24 & Rukinderkumar.com | Shopify | E-Commerce | Bengaluru |
[09/2024] - [Present]

- Conducted comprehensive keyword research to align with target audience and improve rankings, resulting in a 50% increase in organic traffic.
- Executed on-page and technical SEO strategies, optimizing website speed, fixing crawl errors, and implementing structured data.
- Developed and implemented backlink-building campaigns.

- Performed in-depth competitor analysis to identify gaps and create actionable strategies.
- Collaborated with content teams to develop SEO-friendly blog posts, landing pages, and website content.
- Regularly analyzed SEO performance using tools like Google Analytics and prepared detailed reports.
- Integrated Bing Webmaster Tools data with other SEO tools for a comprehensive digital marketing strategy.
- Using Google Merchant Center diagnostics to monitor and improve feed quality and performance.
- Integrated Google My Business optimization with broader local SEO strategies for higher conversions.

SEO Analyst

Tenses Edu Solutions | WordPress | Static Website | Bengaluru |
[08/2023] - [09/2024]

- Managed end-to-end SEO campaigns, increased website visibility and ranked on the first page of google for high-value keywords.
- Designed SEO strategies that led to a 14.3 % improvement in click-through rates (CTR) & 50% increase in organic traffic.
- Monitored and updated website architecture to ensure alignment with search engine best practices.
- Conducted content audits and implemented strategies to reduce bounce rates.

SEO Analyst

Skylar Dental Clinic | WordPress | Static Website | Project-Based | Freelancer

- Executed comprehensive SEO strategies by conducting keyword research, competitor analysis, backlink audits & ranked on the first page of google.
- Created engaging, optimized content that improved organic traffic by 30%.
- Monitored and reported on SERP performance for targeted keywords.
- Implemented technical SEO fixes, including broken links, improving site speed & structured data.
- Optimized local SEO efforts, boosting rankings on Google Maps. Secured placement in Google's Local 3-Pack

ACHIEVEMENTS

- Increased organic website traffic by 50% within 3 months for Fawn24 & Rukinderkumar.com also increased product page visibility through Google Merchant Center optimization.
- Successfully ranked Tenses Edu Solutions for 10 high-competition keywords on the first page of Google.
- Improved local search visibility for Skylar Dental Clinic, leading to a 20% increase in local leads and a 15% rise in foot traffic through Google My Business optimization.