

# ATISH THAKUR

## SEO Analyst

📞 7591062396    @ Atishthakur56@gmail.com    📍 Himachal Pradesh

### EXPERIENCE

#### SEO Exceutive

##### Nomadz Digital and Innovation (Gurugram)

📅 10/2024 - 03/2025

Nomadz Digital and Innovation, a multi-region marketing agency with offices located in India, Toronto and Canada offers innovative digital services that empower businesses to reach their full potential

- Conducting in-depth research to identify relevant keywords for website optimization, ensuring that content aligns with target audience searches.
- SEO Strategy Development and Implementation: Developing and executing effective SEO strategies to improve organic search rankings, including on-page and off-page optimization techniques.
- Website Performance Analysis: Monitoring and analyzing website performance using SEO tools like Google Analytics, Google Search Console, and SEMrush to track SEO metrics and identify areas for improvement.
- Technical SEO: Identifying and resolving technical SEO issues, such as optimizing meta tags, HTML, and CSS to enhance search engine visibility.
- Competitor Analysis: Conducting competitor analysis to identify opportunities and trends in the industry, informing SEO strategies.
- Content Collaboration: Working with content team to develop SEO-friendly content that aligns with SEO strategies.
- Staying Updated with Industry Trends: Maintaining current knowledge of search engine algorithm updates and industry trends to maintain competitive rankings.
- Reporting and Recommendations: Generating SEO reports and providing actionable recommendations for improvement based on data analysis.

#### SEO Executive

##### Digital Leap Marketing Solutions

📅 09/2023 - 09/2024    📍 Mohali

A marketing solutions company focused on SEO and digital strategy

- Proven expertise in content optimization and strategy
- Conducted SEO audits and implemented technical SEO optimizations
- Optimized Google My Business profile and local pages for higher local search ranking
- Used tools like Ahrefs, SEMRush, and Screaming Frog to find easy optimization opportunities and suggest fresh content ideas to improve web pages
- Conducted keyword research, URL mapping, optimizing existing pages and new web pages, and finding opportunities to create new pages based on keywords
- Used Google Analytics for goals set up tracking, report generation and other activities
- Managed client Facebook and YouTube pages and created strategies for this
- Conducted competitor research based on backlink profile analysis, keyword gap, content optimization
- Researched trending topics and optimized content for improved relevance
- Conducted A/B testing for web pages and created a better plan for this
- Used basic HTML and CSS in project
- Used heatmaps to optimize the website for increased conversion rates
- Analyzed website traffic, lead generation, and goal performance using GA4, Google Search Console, and tools like Ahrefs and SEMRush, offering actionable recommendations for optimization

### SUMMARY

As a SEO Analyst is responsible for improving a website's visibility on search engines through keyword research, on-page and off-page optimization, and technical SEO. By analyze website performance using tools like Google Analytics and Search Console, track trends, and implement strategies to boost organic traffic, rankings, and overall user experience.

### SKILLS/TOOLS

Ahrefs	Screaming Frog	GTM
Google Analytics		
Google Keyword Planner		
Google Search Console		HTML
Screaming Frog		Search Console
SEMRush	Spy Fu	Ubersuggest
SEO Power Suite		SE Ranking

### SOFT SKILLS

#### Problem-Solving

#### Critical Thinking

#### Collaboration

#### Time Management

### CERTIFICATION

#### Mastering Digital PR with Brian Dean- Semrush Academy Certificate

Short summary of your work

#### International SEO- Semrush Academy Certificate

This course focuses on key aspects of digital public relations to enhance brand visibility, improve SEO, and generate high-quality backlinks.

#### Up grad - Chat GPT For Digital Marketing

This course ChatGPT to improve content creation, SEO, social media, email marketing, and customer engagement.

## EXPERIENCE

---

### SEO Executive

#### Marketing Crap Mohali

📅 09/2021 - 01/2022

A digital marketing agency specializing in SEO strategies

- Built backlinks through various off-page optimization techniques such as marketplace listing & agency based listing, startup listing, backlink audit, guest post outreach & various outreaching techniques
- Analyzed website traffic data using tools such as Google Analytics and Search Console to identify trends and opportunities for improvement
- Provided regular reports to management on website performance, SEO activities, and KPI Smart Goals
- Stayed up-to-date with the latest SEO trends and algorithm updates
- Conducted competitor research to identify areas of opportunity

## EDUCATION

---

### Bachelor's Degree In Computer Application

#### Himachal Pradesh University

📅 01/2015 - 01/2020 📍 Himachal Pradesh

### Master Degree In Computer Application

#### Indira Gandhi National Open University

📅 01/2022 - 12/2024 📍 Delhi