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## AMIT MODI (SEO Analyst)

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Out Side of vav gate  
Near Vijay tower road  
Vanamali vas, Mansa-382845  
At&Post : Mansa, Ta : Mansa, Dist : Gandhinagar  
Marital status: Unmarried

**Date of Birth:** January 05, 1990  
**Email:** amitmodi.mca@gmail.com  
**Mob:**+9197238 33320

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### Career Summary

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A web marketing analyst, having a proven 2 years and 6 months of expertise in online marketing with an excellent familiarity with various internet resources, expresses a keen desire to learn on web marketing for the benefit of the organization.

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### Career Objective

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Actively seeking an opportunity to be integrated into the company's Web Marketing team, where I will be able to learn and share my own experience for the general advancement of the company's online programs.

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### Career History

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**Employer:** Octos Business Solutions Pty Ltd. (November 2014 - Present)

**Designation:** SEO Analyst

**Role:** Responsible for developing, coordinating and implementing marketing strategies to improve company profitability.

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### Roles and Responsibilities:

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- Working on all on page and off page activities.
- Performing analysis of online metrics and develop online marketing strategist.
- Prepare detailed link building strategy reports.
- Keyword Analysis – Detailed research and develop keyword target list.
- Implementing dynamic page title, meta description & header tags.
- Site Auditing and provide proper recommendation based on SEO best practice.
- Reports ranking, traffic, monitor goal conversions of website.
- Penalty analysis report and penalty recovery.
- Sitemap generation and implementation.
- PDF, Alt Tag & Image Optimization.
- Working with Google Search Console & Google Analysis.
- Preparing Google Analytics Audit.
- Gathering information on competitor activity.
- Determining brand mentions and reputations.
- Working on ad-hoc tasks and deliver on time.
- Do the need full analysis of website and take further action as per the SEO perspective.
- Maintain the client's given details and website in proper way to track past and present record and do the needful analysis for the future, so we can take proper step as per the SEO view.
- Always implement the new updates on website.
- Monitoring website on regular interval.
- Train the newly joined employees for company growth and enhancement.

### **Areas of Expertise:**

- Google Tools (Google Analytics, Google Webmaster, Keyword Planner etc.).
- SEO Tools (Majestic SEO, Open Site Explorer, Link Research Tool, Screaming Frog, Netpeak etc.).
- Competitor Backlink Analysis.
- Link Audit.
- On Page & Off Page Optimization.
- Prepare schema mark up as per the website requirement.

### **Personality Traits:**

- Excellent problem solving skills
- Quick Learner
- Positive Thinker
- On time delivery
- Working on new thoughts for the company benefit
- Always try to come up with new ideas for the business

### **Interested Area to work on it:**

- SMO / SMM
- Google Adwords to handle PPC campaign
- Web Analytics (Work with GTM and GA to implement goals, events, funnels, etc to track the record of website on daily basis)

### **Hobbies:**

- Photography
- Spending time with friends
- Surfing
- Cooking
- Listening Music
- Helping poor and needy people
- Shopping

### **Education/Qualifications:**

- Completed **Post Graduation (MCA)** from KSV University with aggregate of **61.20%**.
- Completed **Graduation (BCA)** from KSV University with aggregate of **63.52%**.
- **Higher Secondary Certification** – Commerce stream from RBLD High School, Mansa in year 2007 with **73.71%**.

### **Declaration:**

I hereby declare that the above-mentioned information is correct up to my knowledge.

**AMIT MODI**