# Resume

Abdullah

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**Career Objective:**

To work in a growth oriented organization where I can integrate my SEO, Internet Marketing, and Software skills in the IT industry especially to excel in the field of SEO/SEM.

**Strengths:**

I am able to adjust myself in any kind of environment, task oriented and committed to goals and activity

**Technicals skills/Knowledge:**

* **Software -**MS office, All Major Browser
* **Internet -**Internet Marketing, Surfing, SEO, SMO
* **Tools -** Google Analytics, Webmaster Central Tool, Dreamweaver, SEO Quake, Keyword Rank Checker, Google Keyword Suggestion Tool etc.

**Educational Details:**

* Completed Graduation in 2014.
* Completed 12th from U.P Board
* Completed 10th from U.P Board

**Professional Summary:**

* **SEO:** Expert in all aspects of Natural/Organic Search Engine Optimization, Search Engine Marketing (SEM). In depth knowledge of ethical/white-hat techniques accepted by major search engines Google, Yahoo and Bing.
* **Keyword Research:** Researching the Top Keywords using tools such as Google Keyword Suggestion Tools with less competition and high search volume for high ranking of website.
* **Web Analytics:** Extensive Knowledge of website monitoring through server logs and page tagging tool such as Google Analytics.
* **Google Web Master Tool:** Sound Knowledge of Google Webmaster Tool.
* **Social Media:** Extensive background in social Media and its use in online marketing. Deep understanding of use of Google+, Twitter, Facebook, Myspace and other social Communities.
* **Content Optimization:** Expert in content optimization of all types, search engine affect the following content areas like images, text and products.

**Working Experience:**

* Working with Eye Web Solution Pvt Ltd from May 2018
* Worked with Cloud18 InfoTech Pvt Ltd, Lucknow from December 2014 to January 2017 involved in SEO, SMO, and Internet Marketing, web Analytics.
* Worked with Eye Web Solution Pvt. Ltd. Lucknow form February 2013 to December 2014 and involved in SEO, SMO and Website Analysis.
* Worked with SEO Guru (India) Pvt. Ltd. Noida form February2012 to February 2013 and involved in SEO, Link Building.

**Experience Summary:**

Eye Web Solution Pvt. Ltd.

Position: SEO Team Leader from May 2018  
Primary Role and Responsibilities:

* Analysis the client’s websites, Competitor Analysis and Top Keywords Analysis
* Keyword Researching
* Communication with Client’s over E-mail and Chat
* On-Page and Off-Page Optimization
* Promotion of E-Commerce Websites
* Configuring Google Webmaster Central Tool
* Monitoring website traffic with Google Analytics
* Social Media Optimization.
* Controlling Robots using robot.txt file.
* Creating Sitemap.XML
* Blog Integration with Website
* Reporting (Weekly Report, Monthly Report Updation)
* Posting on Social Media platforms

**Search Engine Optimization Skills:**

* SEO Proposal Preparation
* Understanding and Implementing the various Search Engine Ranking strategy
* Ability to understand client’s SEO requirements and provide appropriate SEO plan
* Perform On-Page optimization by following Search Engine guidelines and try to pour all aspects that make client’s site Search Engine and friendly
* Use sitemaps to help search engines find all pages of website and improve them – it just makes it easier for search engines to find and index new pages
* Find out top competitors for your subtopics across the major search engines – ideally you are looking at the top 10 results on Search Engines.

**Working Profile:**

**On-Page Optimization:**

* Broken Link Check
* Website Analysis
* Competitor Analysis
* Keyword Selection
* Optimizing tags, content and hyperlinks on website
* Content Optimization
* Image Optimization
* Google Webmaster Tool
* Google Analytics Tool Code Implementation
* Recommending SEO friendly URL’s for website pages
* XML Sitemap Creation for Google and Bing
* Identifying and Eliminating design/navigation issues with websites

**Off-Page Optimization**:

* Search Engine Submission(Google, Yahoo,Bing)
* Directory Submission
* Social Bookmarking
* Classified Posting
* Business Listings
* Local Listings
* Video promotion & PPT promotion
* Blog Posting
* Social Media Promotion
* Yahoo, Quora Answers
* Google Analytics & webmaster tool
* Blogging and Social Media Postings

**Social Media Optimization**

* Face book Fan Page Creation, Creating ads Facebook, Driving Traffic, increase Facebook Page likes, Facebook post promotion.
* LinkedIn Promotion
* Twitter Promotion
* G+ Promotion
* Youtube video promotion

**Personal Details:**

D.O.B : 15 Nov 1991

Marital Status : Married

Language Known : English, Hindi, Urdu

Hobbies : Travelling

**Declaration:**

I hereby declare that all the above written particulars are best of my knowledge and belief