

Kannan.S

Sr. SEO Expert

Contact

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Languages Known

- English
- Tamil

Summary

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

Experience

Sr. SEO Expert: Webzschema Technologies, Tirupur, Tamilnadu, India.

2018/04 - Current

- Investigated and resolved customer complaints to foster satisfaction.
- Built, implemented and updated effective SEO strategies.
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Maintained and Monitored Google and Bing Webmaster Tools accounts for crawling and indexing issues.
- Researched and implemented search engine optimization recommendations in accordance with development methodology.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, and placement bids and landing pages.
- Directed successful search engine marketing campaign that used solid linking, technical and keyword research tactics.

SEO Analyst: ICore Software Technologies, Coimbatore, Tamilnadu, India.

2017/10 – 2018/03

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- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Maintained Google and Bing Webmaster Tools accounts and monitored for crawling and indexing issues.
- Built, implemented and updated effective SEO strategies.

SEO Analyst: 3Sins Technologies PVT Ltd, Tidal Park, Coimbatore, Tamilnadu, India.

2016/09 – 2017/09

- Managed and archived quality documentation and participated in internal and external quality audits.
- Helped clients develop website portals and social media pages to promote businesses.
- Built, implemented and updated effective SEO strategies.

Skill Highlights

- Keyword optimization
- Strategic planning
- Redirect monitoring
- Planning and execution
- SEM trend knowledge
- Studying traffic and analytics
- Building natural back-links
- Analyzing the client's competitors
- Maximizing local search exposure
- Developing strong calls to action
- Working with writers and designers
- Expertise with WordPress
- Creating effective ranking strategies
- Researching the latest SEO practices

Education

B.E Computer Science and Engineering (2014 – 2016)

Dr. NGP Institute of Technology.

Diploma in Computer Science and Engineering (2010 – 2013)

Konghu Vellalar Polytechnic College.

Certifications

- IBM CE – Enterprise Application Development (j2ee) using IBM Rational Application Developer
- IBM CE – Enterprise Mobile Application Development and Deployment using IBM Worklight
- BROWN belt in Karate in association of SHITO-RYU KARATE – DO INTERNATIONAL
- Certified in WHITE HAT HACKER Organized by Cyber Security Privacy Foundation Ref no: IWEH0230
- Second Prize in Computer Assembling Conducted as part of the IGNITE 2013 in Bannari amman Institute of Technology

Declaration:

I hereby declare that all the information and facts given above are true to best of my knowledge and belief.

Yours faithfully

(Kannan.S)