

NEHA RAJPUT

JR. SEO EXECUTIVE

CONTACT

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SKILLS

- Strategic Planning
- Communication
- Attention to Detail
- Creative Thinking
- Time Management
- Adaptability
- Teamwork
- Adaptability to Change

LANGUAGES

- English (Fluent)
- Hindi
- Gujarati

EDUCATION

Shankersinh Vaghela Bapu Institute of Technology
2016 – 2020
Bachelor of Engineering in Information Technology
CGPA - 8.11

PROFILE

Building a successful career in digital marketing by applying my SEO knowledge and content skills to improve online visibility, drive traffic, and contribute to the growth of the organization, while continuously learning and developing as a marketing professional.

WORK EXPERIENCE

Mobio Solutions SEPT 2024 - PRESENT

Jr.SEO Executive

Key Responsibilities:

- ◆ **Off-Page SEO:**
 - Built high-quality backlinks through strategic activities such as profile creation, business listings, social bookmarking, PR submission, PDF submissions to classified submission improve domain authority and off-site presence.
 - Actively contributed to Google My Business (GMB) optimization by regularly posting updates, images, to increase local visibility and drive engagement.
 - Conducted competitor backlink analysis using tools like Ahrefs and Semrush to identify strong backlink sources and evaluate link-building gaps.
 - Researched and identified new backlink opportunities through guest posting, blog outreach, and relevant submission platforms.

◆ On-Page SEO:

- Conducted in-depth keyword research to target relevant search terms and align content with user intent.
- Optimized meta titles, descriptions, headers, image alt text, and internal linking structure to enhance website crawlability and search engine rankings.
- Carried out site audits using SEMrush, identifying technical issues like broken links, slow-loading pages, and indexing problems to improve overall site health.
- Performed topic research to create cluster based topics to align with target audience interests and search trends.
- Posted LinkedIn articles on trending topics to increase visibility and audience engagement.
- Posted blogs on WordPress with SEO-friendly formatting, proper meta data, keyword integration, and image optimization.
- Prepared SEO reports showing traffic, keyword growth, and page performance using Google Analytics and SEMrush , Google Search Console.
- Tracked keyword positions using SEMrush and Google Search Console, and identified new opportunities to improve rankings and traffic.

◆ Social Media & Content Promotion:

- Shared blog content and company updates on LinkedIn, Facebook, Twitter, Instagram, and Pinterest to increase online visibility and support brand awareness.
- Wrote engaging post descriptions with clear messaging, relevant hashtags, and strong calls-to-action to encourage users to interact, share, or visit the website.
- Created a monthly content calendar to organize what content goes out on which day, matching it with blog publishing and promotional activities.
- Used **Hootsuite** to schedule posts across all social media platforms in advance, ensuring regular posting.
- Posted carousels, promotional and infographics around trending topics to boost engagement and share valuable insights.
- Repurposed blog content into carousels, infographics, and promotional creatives to educate the audience.

Jr.SEO Executive

Key Responsibility :

- **On-Page SEO:** Optimized meta tags, headers, content, and internal links for improved search visibility.
- **Off-Page SEO:** Executed link-building strategies including blog submissions, classifieds, and guest posting.
- **Technical SEO:** Conducted audits to resolve crawl errors, broken links, and improve site structure.
- **Content Writing:** Wrote SEO-friendly blogs, articles, and landing pages aligned with brand voice and keyword strategy.

SEO Tools & Platforms:

- **Ahrefs / SEMrush / SE Ranking:** Used for keyword research, backlink analysis, site audits, and competitive research.
- **Google Search Console & Analytics:** Monitored site performance, tracked traffic trends, and measured SEO impact.
- **Screaming Frog / SEO Quake:** Performed comprehensive technical SEO audits and on-page SEO checks.
- **Keyword Planner:** Identified relevant search terms to align with user intent and content strategy.
- **ChatGPT / Creator.ai:** Used for content ideation, rewriting, and scaling SEO-optimized content generation.
- **Apollo.io:** Used for guest blogging outreach and prospect targeting.