



Shubham Tiwari *SEO Executive*

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Profile

- **Current Role: SEO & Website Management (Fleeyo, UK)**
- Managing the overall website (<https://fleeyo.co.uk/>) including content updates, technical SEO, and performance optimization.
- Conducting keyword research, on-page SEO, and metadata optimization to improve search visibility.
- Implementing off-page SEO strategies including link-building, local SEO, and citation management.
- Monitoring site performance through tools like Google Analytics, Search Console, and SEMrush (or other tools you use).
- Driving strategies to increase organic traffic, improve ranking positions, and enhance user experience.
- Collaborating with internal teams to ensure website design, structure, and content align with SEO best practices.
- Tracking KPIs such as organic traffic growth, keyword rankings, and conversion improvements.

Professional Experience

SEO Executive <i>Peerbits Solution</i>	08/2024 – Present Ahemdabad, India
<u>Products: Yelowsoft and Fixlastmile</u> • Developed and executed SEO strategies including keyword research, on-page and off-page SEO, technical audits, schema markups, core web vitals, mobile-first indexing and crawl budget optimisation. • Led SEO team, trained juniors, coordinated with developers & content teams. • Managed backlinks, optimised landing pages and blogs.	
Digital Marketing Executive <i>Webmobtech Technologies</i>	11/2022 – 08/2024 Ahemdabad, India
• Conducted in-depth keyword research and analysis to identify high-value keywords and optimize website content accordingly. • Implemented on-page SEO techniques including meta tags, header tags, and internal linking to enhance website performance. • Managed link-building campaigns, establishing high-quality backlinks to improve domain authority. • Utilized Google Analytics and Search Console to track and analyze website performance, providing actionable insights for continuous improvement. • Collaborated with content creators to develop SEO-friendly content strategies and optimize existing content.	

Skills

On-Page Optimization
Off-Page SEO
Keyword Research & Analysis
Google Analytics
Search Console
Competitor Analysis
Content Creation Strategy and Community Building
SEMrush, Ahrefs, Moz and Screaming Frog
WordPress
Excel
Canva, HTML and CSS

Education

Bachelor of Technology

Jaypee University of Engineering and Technology

07/2018 – 07/2022

Guna, Madhya Pradesh