

# YASH RANA

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BCA (Bachelor of Computer Applications)

MO:6353701409

Yashrana2285@gmail.com

## Objective

Detail-oriented BCA graduate and SEO Specialist with proven experience in keyword research, backlink strategies, and website optimization. Seeking an opportunity to apply technical knowledge, SEO best practices, and content marketing skills to drive sustainable organic growth and strengthen brand presence online.

## Experience

**Ved Enterprise, Nadiad-Gujarat**

**Nov-2024 to Present**

Position: **SEO Executive**

- Executed advanced keyword research and competitor gap analysis using **SEMrush** and **Google Search Console** to identify high-intent keywords and improve SERP rankings.
- Developed and implemented **SEO-driven content strategies**, creating optimized blog articles and guest posts aligned with search intent to increase domain authority and organic backlinks.
- Managed and optimized **social media profiles**, ensuring consistent content scheduling, audience engagement, and traffic generation to support overall digital visibility.
- Performed comprehensive **on-page SEO optimization**, including meta titles, meta descriptions, header tags, internal linking architecture, URL structuring, image optimization, and content refinement in line with Google SEO best practices.
- Led **off-page SEO initiatives**, executing white-hat link-building strategies such as guest blogging, directory submissions, and high-quality backlink acquisition to strengthen domain credibility.
- Updated and optimized website content to improve **user experience (UX)**, reduce bounce rates, and enhance search engine crawlability and indexing.
- Tracked and analysed website performance using **Google Analytics, Google Search Console, and SEMrush**, monitoring KPIs such as organic traffic, keyword rankings, CTR, and conversion trends.

## Education

**Sardar Patel University** - Bachelor of Computer Applications (BCA)

**Courses:** Programming in C & C++, Object-Oriented Programming (Java), Database Management Systems (DBMS), Data Structures and Algorithms, Web Technologies (HTML, CSS, JavaScript).

**Concentration:** Programming in C/C++, Java (OOP), DBMS, Data Structures, Web Technologies, Computer Networks.

## Skills

**Technical Skills:** Search Engine Optimization (On-Page & Off-Page), Keyword Research & Competitor Analysis, SEO Content Optimization & Strategy, Link Building & Backlink Analysis, Website Performance Analysis, HTML, CSS & Basic JavaScript, Database Fundamentals (DBMS), Basic Web & Application Development Concepts.

**Software Knowledge:** Google Analytics (GA4), Google Search Console, SEMrush, Google Keyword Planner, WordPress (Content & SEO Management), Microsoft Office (Word, Excel, PowerPoint), Canva (Basic Graphic Design).

**Soft Skills:** Analytical & Data-Driven Thinking, Strong Written & Verbal Communication, Problem-Solving Ability, Attention to Detail, Time Management & Task Prioritization, Team Collaboration, Adaptability.

**Technical Languages:** C, C++, Java, Python (Basic), HTML, CSS, JavaScript (Basic), SQL.