

Chetan Saxena

Team Lead (SEO)

Delhi - 110091

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Profiles - <https://about.me/chetansaxena>

Likeding - <https://www.linkedin.com/in/chetan-saxena-digital-marketing-specialist/>

About

Professional Team Lead (SEO) with Five years of experience in SEO, I possess a deep understanding of search engine optimization strategies and techniques. With a strong analytical mindset, I excel at conducting comprehensive SEO audits, creation proposals, identifying areas of improvement, and executing optimization plans. I am skilled in utilizing various tools to track and analyze performance metrics. With my strong communication and leadership skills, I motivate team members to achieve their full potential for delivering quality SEO results.

Skills

Local SEO, Ecommerce SEO, Shopify SEO, Technical SEO, On- page SEO,

Keyword Research, Link Building Research, Website Audits, SEO Proposals, Email

Marketing, Guest Blog Outreaching, GSC, GA4, GTM,, Looker Studio,, HTML, CSS, Bulk Indexing. AI Content Generator Tool

Tools Experience

Semrush, Ahref, GSC, GA4, Keyword Planner, Basecamp, Screaming Frog, MoZ, GTM, Microsoft Clarity, Hotjar, Se ranking

Soft Skills

Client Handling, Team Handling, Analytics, Reporting, Problem solving, Creating Strategy, Writing Skills

Work Experience

Graygraph Technologies Pvt Ltd (Digital Marketing Agency)

August 2023 To Current
Working as Team Lead (SEO)

Responsibilities:

- Prepare Monthly Analytics Report on Looker Studio that shared with client to show monthly progress.
- Get the webpages created according keywords and url mapping.
- Conduct keyword research, Making Competitor analysis report SEO Audit Report tOn page Recommendation report, On Page Implementation Report, Meta Tag Implementation Report, Meta Tag crawled Report etc.
- Communicating with clients and resolving their queries over the emails.
- Conducting training sessions to enhance the team's skills and knowledge.
- Allocating resources effectively among team members to optimize productivity and meet targets.

Ethane Web Technologies Pvt. Ltd. (Digital Marketing Agency)

Working as Team Lead (Digital Marketing)

May 2022 to Aug 2024

Responsibilities:

- Prepare detailed SEO proposals that address client needs, budget constraints, and timelines.
- Working on keyword research, On page, content suggestion etc.
- Sharing reports with clients through appropriate communication channels (email, client portals, etc.).
- Communicating with clients and resolving their queries over the emails.
- Maintain a well-organized system for tracking and documenting client invoicing information, including dates, payment status, and payment reminders.
- Conducting daily or weekly team meetings to discuss progress, challenges, and new initiatives
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.

- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
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Egadgetportal (Digital Marketing Agency)

Worked As Senior SEO Executive

(March 2020 To April 2022)

Responsibilities:

- Identify and fix technical SEO issues, such as broken links, crawl errors, and XML sitemap discrepancies.
 - Monitor technical and engagement parameters like page speed, bounce rates, time spent, lcp etc.
 - Monitor and respond to user reviews and comments on various platforms to improve brand reputation.
 - Collaborate with web developers to ensure proper implementation of SEO recommendations and enhancements.
 - Mentor and assist junior members of the SEO team in their daily tasks and skill development.
 - Develop and implement link building strategy.
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Radicco Pvt Ltd

SEO Executive

(Jan 2019 – March 2020)

Responsibilities:

- Provide regular reports on link-building activities to the Team Leader.
 - Have to do social bookmarking, directory, blog commenting, forum submission, Web 2.0, pdf submission etc.
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Education

Graduation - Bachelor of Commerce (62%)

Sr School - Commerce (76%)

Training and Certifications

Course On Computer Concepts, 2017
Digital marketing course, Insider Academy, 2018

Awards & Honors

- • Awarded as NCC A, B and C Certificates from [No 1 Delhi Air Sqn NCC Flying}
- Topper Distinction Certificate awarded by Delhi Education Minister in Senior secondary

Personal Details

- Father Name: Mr. Satish Saxena
- Birthday: 02/10/1998
- Gender: Male
- Marital Status: Single
- Nationality: Indian

Declaration

I, Chetan Saxena, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Chetan Saxena
Delhi , Delhi