

C.Sivaraj

SEO ANALYST

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PROFILE

Results-driven SEO Analyst with 4 years of experience of improving organic search visibility and website traffic. Expertise in keyword research, analyzing user behavior, conversion rates, and creating strategies to drive business growth. Proficient in leveraging tools such as Google Analytics, Google tag manager, and data visualization platforms like Google looker studio to deliver actionable insights and enhance digital performance. Having a strong background in A/B testing, campaign optimization, and performance analysis across digital channels such as SEO, SEM, and social media.

KEY COMPETENCIES

- Keyword Research
- On-page and Off-page SEO Strategies
- Content Optimization
- Critical thinking skills
- Excellent communication skills
- Presentation Skills
- Technical SEO
- SEO Audit

TOOLS EXPERIENCED

- Google Analytics 4
- Google Search Console
- Google Looker Studio
- Google Tag Manager
- Screaming Frog
- SEMRush
- Ahrefs

PROFESSIONAL EXPERIENCE

Orane Healthcare Pvt Ltd - SEO Analyst

Jul 2022 - Present

- Collaborating with the SEO and cross-functional SEO team to develop and execute best strategies aligned with business goals and organic growth targets.
- Conducting comprehensive keyword research to identify high-impact search terms with strong ROI potential, informing content strategy and campaign direction.
- Perform in-depth competitor analysis to uncover opportunities for growth, benchmarking successful content and SEO tactics across top-performing domains.
- Optimising existing content by refining title tags, meta descriptions, headers, and body copy through data-driven content briefs to enhance search visibility and internal linking structure.
- Audited and analysed existing content assets to identify areas for improvement, leading to enhanced user engagement and SERP performance.
- Monitored and evaluated site-wide performance metrics, including keyword rankings and conversion rates, to drive continuous SEO enhancements and measurable business outcomes.
- Conducting regular SEO audits and provide actionable insights for continuous improvement.
- Utilizing analytics tools such as Google Analytics, Search Console, Google Looker Studio and Ahrefs to track performance and generate reports.
- Staying update on search engine algorithm changes and emerging SEO trends.
- Guiding and supporting junior analysts to enhance their technical skills and contribute to team growth.

Boostability India - SEO Executive

Sep 2019 - Jan 2021

- Executing both On-Page and Off-Page SEO techniques hands-on, optimizing website elements for improved search engine ranking and visibility.
- Execute white-hat link building campaigns to improve websites traffic and domain authority.
- Identifying keywords and content gap opportunities from competitors to gain a organic growth.
- Collaborating with content writers to create a best helpful content, that ensures our competition in SERP.
- Adept at preparing and presenting comprehensive performance reports and building trust through data-driven insights.
- Collaborated with clients to set realistic SEO objective goals to meet their specific needs.

EDUCATION

- **Kongu Engineering College, Erode.**
MBA (Marketing)
2017 - 2019
- **SNR Sons College, Coimbatore.**
BSc (Computer Science)
2012 -2015