

Alka Gautam

Senior SEO Executive



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Dedicated and results-driven SEO specialist with 3 years of experience in improving website visibility and driving organic traffic. Proven track record of implementing successful SEO strategies to increase rankings and conversions. Skilled in keyword research, on-page optimization, link building, and analytics. Proficient in using tools such as google analytics, google search console, and Ahrefs.

Experience

ClickLocal Digital Advertising LLP

- Worked at ClickLocal Digital Advertising LLP from June 2023 to February 2025. with 1 year and 8 months of experience.
- Keyword research and optimize existing content
- Used tools like Ahrefs, Screaming Frog, SEMRush, and Google Analytics to track and report on campaign performance metrics.
- Monitoring web analytics and search console's dashboards as well as creating strategies for client's website
- Expertise in crafting and implementing SEO strategies tailored to improve website visibility and search rankings.
- Editing and/or creating original SEO-friendly content of websites, including improving meta descriptions, title tags, and overall website optimization
- Perform link-building activities, such as guest blogging, broken link building, and article promotion
- Technical SEO audit of the websites, identifying and fixing or reporting SEO-related issues
- Closely worked with development, design, content, and other teams to implement SEO best practices and strategy, reporting directly to management on progress and performance
- Familiarity with content management systems such as WordPress, Shopify, Webflow, Magento, PHP, Squarespace etc

Incrementors Web Solution Pvt, LTD

- One year of experience in digital marketing, with a focus on SEO in Incrementors Web Solutions Pvt. LTD (March 2022 - April 2023)
- Conducted keyword research and analysis to identify relevant keywords for on-page optimization
- Optimized website content and meta tags for targeted keywords
- Implemented on-page optimization techniques such as header tags, alt tags, and internal linking
- Developed and executed off-page optimization strategies such as link building and guest blogging
- Monitored and analysing website traffic using Google Analytics and other SEO tools to track the effectiveness of SEO campaigns
- Collaborated with the content team to create SEO-friendly content and improve website rankings

Education

- Secondary School
- High School
- Delhi University
 - BA. Political Science (honours)
- IGNOU
 - M.A political science (honours)

Skills

- - Strong understanding of search engine algorithms and ranking factors
 - Knowledge of on-page and off-page optimization techniques
 - Proficient in keyword research, analysis, and optimization
 - Experience in link building and outreach
 - Experience with Google Analytics, Google Search Console, and other SEO tools
 - Using several content management systems
 - Ability to develop and execute SEO strategies to increase online visibility and drive traffic
 - Strong Analytical and Problem-Solving Skills
 - Proficient in optimizing local SEO elements such as Google My Business listings, local citations, and geotargeted content to improve local search rankings and drive foot traffic to physical locations.

Key Achievements

- - Boosted client's organic traffic by 30% within six months.
 - Increased Domain Authority
 - Implemented SEO best practices that improved a client's search engine rankings, resulting in increased visibility and traffic.

Biographical Data

- - Date of Birth : 25-05-1997
- - Language Known : English, Hindi