**Monika bundiwal**

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**CAREER OBJECTIVE AND PERSONAL SUMMARY**

I am seeking a challenging position with an organization that is rapidly expanding and offers good advanced potential.

**SEARCH ENGINE OPTIMIZATION SKILLS**

* ON-PAGE OPTIMIZATION -
* Title Tag Optimization
* Meta Tag Optimization
* Optimizing websites by Analyzing Client’s Individual Webpage using Duplicheker, Copyscape for Refreshing Content
* Keyword Optimization
* Keywords Density Analysis
* Complete Website Analysis includes

Text to Html Ratio, Website Loading Speed, Site Navigation Structure, Creating Alt tags, Title Tags for images

**Tools used: Woo rank, web check, Seoptimer**

* Creating Google friendly Internal Urls
* URL Canonicalization Creation using html access code
* Creating 401,301 Redirects upon Requirements
* Solving Google crawl errors in webmasters
* XML sitemap Creation
* RSS Feed Creation
* Robots Text Creation

**Google Analytics:**

* Creating Weekly, Monthly Visitor analytics Reports and Checking Bounce Rates
* Creating Goals
* Checking Audience, Acquisition, Behavior reports
* Setting up Accounts, properties, views
* Creating Dashboards by combining individual reports
* Tracking real time overview

**Google Webmaster Tools:**

Analyzing Backlinks, Sitemap Updation, Solving Crawl errors

**OFF-PAGE OPTIMIZATION**

* Directory Submissions
* Social Bookmarking in high PR sites
* Profile Creation in Relevant Forums and Effective interaction to get Permanent Backlinks
* Blog Commenting
* Classified Submissions
* Guest Blogging
* Article Submissions
* Press Release Submission
* Search Engine Submissions
* PDF sharing
* Creating Attractive Infographics and Sharing in Social Networks for User Engagement
* **SOCIAL MEDIA MARKETING** –
* Social Networking Profile Optimizations.
* Video Submission in top sites like **YouTube, Dailymotion, Flickr, Vimeo**
* and optimizing, sharing to appear in top Results and increased views.

**Software Tool Used: Windows Live Movie Maker 2011**

* Creating Pages in Facebook, Facebook Insights (Increased likes, Impressions).
* Twitter, LinkedIn, Pinterest.
* Analysis on Competitor Social Networks Profiles on Twitter and Facebook.
* **GOOGLE ADWORDS:**
* Creating Ads with effective title, description, landing pages and increasing quality score
* Resolved issues related to Client E-mails, Site Suggestions, & maintenance to internal programs, etc.
* Adding Conversion tracking code on landing pages
* Create, manage, and analyze all Ad campaigns across Search Engines (especially Google AdWords to ensure acquisition and conversion goals are met.
* Direct responsibility of campaign planning and implementation, budget management, performance review, optimization and analysis for assigned SEM Accounts.
* Analyze keyword costs, ad copy, landing pages, and cost per conversion. Identify and inform management of opportunities, potential risks, and other key issues.
* Manage SEM campaigns and set up reporting and ROI tracking within internal tracking systems and Google Analytics.
* Various Bidding Models CPA, CPM, CPC
* **Job profile achievement**

**SEO** project

I optimized more than 10 websites and some of them are listed.

[www.rounddclock.co.in](http://www.rounddclock.co.in)

[www.techgreensolution.com](http://www.techgreensolution.com)

[www.kepran.com](http://www.kepran.com)

[www.digitalkora.com](http://www.digitalkora.com)

* **Academic Qualifications**

Pursuing **MBA (Marketing)** under **Mysore university** from **international academy of management and entrepreneurship** at Bangalore.