Venkatesh M

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SYNOPSIS

- **Have the ability to pursue matters in great detail and able to work in a team.**
- **Flexible and versatile to adapt to any new environment and work on any project.**
- Expertise in complete project management, from conceptualization and requirements determination to final testing and implementation.

EXPERIENCE SUMMARY

#1 Software Developer/SEO in Impulse View Technologies Bangalore (October 2015 – November 2017)

- ➢ Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- ➢ Optimize Web site exposure by analyzing search engine patterns to direct online placement of keywords or other content.
- ➢ Work on initial set up process for SEO.
- ➢ Interact and co-ordinate with tech team to get fix the ON page issues.
- ➢ Planning and reporting the SEO activity to the client.

#2 Software Developer in Satyah Inc Bangalore (June 2015 to September 2015)

- ➢ Collaborate with web, multimedia, or art design staffs to create multimedia web sites that conform to brand and company visual format.

#3 Software Programmer in Elysium Technologies Private Limited Madurai (September 2012 to September 2014)

- ➢ Write, design, or edit web page content, or direct others producing content.
- ➢ Develop databases that support web applications and web sites.

Roles played: SEO Analysist/Programmer

Technical Exposure

- **SEO Tools:** SEO Power suite, Google Analytics, Google Adwords, Xenu, Sitemap Generator, SEM Rush, Moz, Webmaster Tools and some browser plugins
- **Content Management System:** Wordpress
- **Editor Tools:** Sublime, Note++
- **Presentation Package:** MS Office, Open Office
- **Analytics Tools:** Google Analytics, Google Webmaster, Analytic SEO
- **Scripting Languages:** HTML, CSS, Javascript
- **Server side Programming Language:** PHP
- **Testing Tools:** W3C (HTML, XHTML, CSS) Validation
- **Project Management System:** Dropbox

ACADEMIC PROFILE

- **B.E Computer Science** from PSNA College of Engineering and Technologies, Dindigul, Tamil Nadu. (2012 passed out)

Responsibility Summary:

Primary Skills:

- Perform Site Analysis, Keyword Analysis, Competitor Analysis, Google Analytics & Ad words Setup
- Fixing canonical issues, Meta Tag Generation, Alt tag Optimization, Externalize CSS, JS
- Content optimization and internal link structure
- Sitemap creation and submission
- Creating robots.txt, Broken link check
- W3C Validation for HTML and CSS
- Online Reputation Management
- Possess excellent social media knowledge and have worked on FB, Twitter, Google+ and LinkedIn

ON Page Skills:

- Site Analysis, Keyword Analysis, Competitor Analysis, Google Analytics & Ad words Setup
- Fixing canonical issues, Broken Links, Meta Tag Generation, Alt tag Optimization, Externalize CSS, JS
- Content optimization, SEO Copy write and internal link structure
- Sitemap creation and submission
- Creating robots.txt, Broken link check
- W3C Validation for HTML and CSS

SEO [Search Engine Optimization]

- ✓ Understands the client requirement and use the best of SEO knowledge and research work to identify the marketing goals and strategy that suits the client
- ✓ Manage website traffic and monitor search results ranks
- ✓ Research and implement SEO strategies that are recommended
- ✓ Audit and analyze website on the basis of SEO key factors, provide necessary solutions to overcome such tech issues to create error-free SEO site
- ✓ Website structure optimization and layouts with respect to SE friendly
- ✓ Perform keyword research and analysis
- ✓ Analyze competitor potential and solutions to compete them
- ✓ Overall responsible on ON page task and issues, to escape from spider trap
- ✓ Create proposals, presentations and periodic reports of tasks to the clients which help them to approve ongoing action plans
- ✓ Works closely with the SEO team to ensure that all client deliverables are met and client expectations are exceeded. Continuously and actively monitoring and enhancing the processes to meet the market trends and client expectations.
- ✓ Design and implement experiments to test new strategies
- ✓ Monitor SEO trends and stay up-to-date on best practices

Off Page Skills:

- Search Engine submission
- Directory submission
- Article submission
- Press release submission
- Blog Submission & Promotion

PROJECT SUMMARY

#1   Arkihive

Languages	**:**	SEO, HTML5, CSS, Javascript
Tool	**:**	On page SEO
Description	**:**	This is Web based Application aimed at fully Controlling and

Monitoring for architecture, designer, customer and material shopping. It based on architecture networking to post jobs and biding with to getting jobs posted by customer. Jobs like interior and exterior architecture or need to repair cardboard fix then architecture or designer will bid for that jobs and give request to the customer. We will improve the visibility of the site for local search keywords and improve the organic traffic to the site by increasing the keyword visibility.

#2   Real Estate Portal

        Languages   **:** SEO, HTML5, CSS, Javascript

        Tool   **:** On page SEO

        Description   **:** This is Web based Application aimed at fully Controlling and Monitoring for agent, builders and customer. It based on real estate networking to post building construction information and searching for house rent and flat purchasing. Agents will post rent a house or selling houses and same like for builder to take contract or selling their properties listing. We will improve the visibility of the site for local search keywords and improve the organic traffic to the site by increasing the keyword visibility.

#3   Yoactiv

        Languages   **:** SEO, HTML5, CSS, Javascript

        Tool   **:** On page SEO

        Description   **:** It is a Health & Fitness business listing site, related to Zomato where we can find the all Health & Fitness business center like, Yoga, Gym, Zumba and other dance classes etc:- We will have a tie up with local centers and create a membership to generate the leads to them.

#4   Fitworks

        Languages   **:** SEO, HTML5, CSS, Javascript

        Tool   **:** On page SEO

        Description   **:** It is one of Yoga Center site with local market as a target. We will improve the visibility of the site for local search keywords and improve the organic traffic to the site by increasing the keyword visibility.

#5   Tamara Booking Engine

        Languages   **:** SEO, Javascript, HTML5, CSS

        Tool   **:** On page SEO

        Description   **:** It based on Tariff creation and Inventory creation for booking rooms and price tag for every night package. Customer can check the availability of rooms in every cottage based on booking dates. It will validate based on number of cottage and number guest allowed for that accommodation. We will improve the visibility of the site for local search keywords and improve the organic traffic to the site by increasing the keyword visibility.

Declaration,

        I do hereby confirm that the information given in this form is true to the best of my knowledge and belief.