

Curriculum Vitae

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K-302, Jasmine Building,
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Computer Proficiency

Operating Systems : Windows 98, Windows XP, Windows Server 2003, Windows Vista
Software Applications : Microsoft Office 2007, Fireworks CS3, WAMP, JSAS
Programming Languages : C, C++, VHDL, MATLAB
Web Technologies : HTML, XML, CSS, JavaScript, PHP, MySQL, Joomla & Wordpress (CMS)
Web Related Tools : Dreamweaver CS3, Web CEO, CuteFTP, Google Analytics, SEO Book Tool

SEO(Organic Search Engine Marketing) Skills

Website Analysis & Research:

- In-Depth Keyword Research
- Keyword Traffic Analysis
- Keyword Competition Analysis
- Website Analysis
- Online Competitor Analysis
- Benchmarking Current traffic and Search Engine Positions

On Site Optimization:

- Optimizing Meta Keywords and Descriptions
- Image Optimization
- Optimization for JavaScript and CSS codes
- Optimization for Flash and Frames
- Creating SEO Friendly Navigation Structure
- HTML code optimization
- Descriptive site map creation
- Website Loading Time Checking
- Reducing Page Size
- Broken Link Checking
- Spell Checking & Duplicate Content Checking
- Content Writing & Modification
- Converting Dynamic url to Static url
- Creation of Robots.txt file
- HTML & CSS Validation

Submissions & Link Building:

- Manual Search Engine submission
- Submitting for local search and Map search
- Froogle Feeds for Ecommerce Websites
- Managing Press Release
- Manual Submission to Web Directories and Article Websites
- Building links from niche Blogs
- Discussion Forum postings
- Managing Reciprocal and three way link exchange
- Buying text links

Web Promotion/Internet Marketing

In-Organic Search Engine Marketing (Pay Per Click Advertising):

- Keyword Research
- Writing creative Ad text for each group of keywords
- Creating Landing pages and optimizing to reduce Bounce rates
- Setting up PPC campaign on major Search Engines
- Using Adwords Editor to make changes offline and upload on Adwords
- Optimize each search term against ROI
- Installing tracking codes on landing page and conversion page for tracking conversion
- Performing A-B Testing
- Refining and Testing Ads for highest CTR with lowest CPC possible
- Filtering negative keywords responsible for high CPA

Social Media Optimization:

- Generating traffic from Social Bookmarking and tagging Websites
- Viral Marketing Campaign on Social Networking Websites and Online Communities

Contextual and Banner Advertising:

- Have in depth knowledge of Contextual and Banner advertising and familiar with functioning of different Advertising Network like Google Adwords/Adsense, Yahoo, Bidvertiser, Text Link Ads etc.

Media Planning & Buying:

- Identifying target audience, online media research, Media negotiations, Formulating media plan, Buying inventory, Banner Ad Trafficking and Serving, Optimizing landing page for best conversion.

Website Analytics:

- Expert in detailed traffic analysis to a site and performing different tasks like Keyword and Campaign Comparison, Trace transactions to campaigns and keywords, get loyalty and latency metrics, identify revenue sources, finding visitors geographical location and finding top landing and exit pages to reduce Bounce rate.

Have good idea of different modes of Internet Marketing like Email Marketing, Affiliate Marketing, Online Media planning and Paid Sign-ups etc.

Work Experience

Role : Webmaster & Internet Advertising

Job Duration : From May 08 to till date

Company Name : HDFC Ltd <http://www.hdfc.com>

Company Profile : Housing Development Finance Corporation Limited or HDFC, founded 1977 by Hasmukhbhai Parekh, is a non-banking company focusing on home mortgages. The primary objective of HDFC is to enhance residential housing stock in the country through the provision of housing finance in a systematic and professional manner, and to promote home ownership.

Responsibilities:

- Media Planning for online advertising, briefing agency for development of engaging creatives and documenting responses. Developing brand & lead generation ideas, microsites and analysis of the

leads, conversions, ROI and spends on the web. Recommending newer avenues for optimising spends.

- Regular monitoring and updation of information on website. Development of new banners competitive assesment and recommending plans to improve traffic (quantitative and qualitative). Analyzing HDFC website traffic based on visits, source of visits, page views, popular sections, downloads, geographical dispersion etc.

Role : Project Leader (Open Source Development & SEO)

Job Duration : From Dec 07 to May 08

Company Name : Opengeers Technologies Pvt. Ltd <http://www.opengeers.com>

Company Profile : Opengeers Technologies is a flourishing web design and development company. The spectrum of services ranges from custom web design of static & corporate websites to complex informative portals.

Responsibilities:

- Project Analysis, Website Flow, Layout Guidelines, Keyword analysis and research, Competitor analysis, Online and Offline Optimizations, Blogs creation and Implementation, Manage the team, Maintain weekly and Monthly ranking and Link Building report etc.
- Feasibility Study, Creating Project Prototype and Project flow management. Monitoring Project Design, Development, Testing, QC and Deployment to client's server. Handling Client communication and working as a point of contact for all issues related to project.

Role : Search Engine Application Architect

Job Duration : From July 07 to Dec 07

Company Name: Searchize Technologies Pvt. Ltd (Merged into PercptKnorigin in Nov07)

Company Profile: Searchize is a search engine marketing company. It offer search engine marketing services by generating quality business leads for any company through their website from any part of the world.

Responsibilities:

- Developing tools and web applications that can reduce the manual work of team.
- On page optimization and keyword research
- Developing lead management system to track leads from SEM campaign

Role : Freelance CMS application developer & SEO (Part-time)

Job Duration : From May 06 to July 07

Responsibilities:

- Responsible for gathering information about client business and requirement.
- Installation of CMS (Joomla) on server either from cpanel or manually.
- Adding different Module, Mambots and Component extension required for client website.
- Making the website SEO friendly and link building to get top rankings on search engines

Project Details

Project Title: SEO for Chemist Australia

Website url: <http://www.chemistaustralia.com.au/>

PageRank: 3

Keywords and Ranking:

Keywords	Ranking in google.com.au	Ranking in Google.com
chemist Australia	1	1
Australia Pharmacy	1	1
chemist	2	12
Online Pharmacy	5	40
pharmacy online	6	25
Australia chemist	3	3

Project Title: SEO for Hayana INC

Website url: <http://www.hanayainc.com/>

PageRank: 4

Keywords and Ranking:

Keywords	Ranking in Google.com
Friction hinges	1
Friction hinge	4
Friction hinge designer	1
Friction hinge design	1
Friction hinges manufacturers	1

Project Title: SEO for Birlaa.com

Website url: <http://www.birlaa.com/2007/10/02/reliance-power-ipo-allotment/>

PageRank: 1

Keywords and Ranking:

Keywords	Ranking in Google.com
reliance power ipo allotment	1
reliance power ipo	3
reliance power allotment	1
reliance power ipo allocation	1
reliance power ipo allotment status	1
reliance power ipo status	3

Comment: Client wanted to get maximum hits for his new blog post which was about launch of reliance power ipo.

Here is the traffic detail for **last one month** according to entrance keywords. Please see the attached snapshot of analytics.

Keyword	Page views	Unique Page views
reliance power ipo allotment	4969	4324
reliance power ipo	4230	3744
reliance power ipo allotment status	3688	3205
reliance power allotment	2422	2157
reliance power ipo allocation	1542	1428
reliance power allotment status	1380	1222
reliance power ipo status	928	794
reliance power ipo listing	841	768
ipo allotment status	784	574
reliance power allocation	698	650

Project Title: OzQuest Homeloans

Project url: <http://ozquesthomeloans.com.au/>

Description: Loan website developed in Joomla CMS and with Custom coding.

Technologies used: HTML, CSS, JavaScript, PHP, MySQL, Joomla (CMS)

Project Title: Columbus Speed Dating

Project url: <http://www.columbusspeeddating.com/>

Description: Dating website based on event management system.

Technologies used: HTML, CSS, JavaScript, PHP, MySQL, Joomla (CMS), Event Manager Component

TITLE	Online Raffle http://RsRaffle.org/
PROJECT DETAILS	The script is for simple raffle or lottery system. Users can register themselves for raffle with their name and email. A user can sign up only once with unique email address. On successful sign up users receive their ticket number by mail. On 1 st day of every month a random ticket is selected as Winner from existing ticket database. Winner's ticket id is displayed on homepage. The script also has Admin panel from where administrator can add/delete users or send email to user for any notification. The script also allows Admin to send newsletter to all users. Admin directory is protected by .htaccess file.

TITLE	PHP Crawler and daily report generation
PROJECT DETAILS	The crawler indexes given list of urls daily on preset time and collects the number of pages indexed by search engines (e.g. Google, Yahoo, MSN) starting with "www" "www1" "www2" and "affiliate" and stores in database. According to the number of pages present on each day, an online report is generated. This report contains the list of url and indexed pages by search

	engines for past 30 days. Note: Cron jobs are used for daily script execution in back ground.
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TITLE	Multiple URL PageRank™ checker Tool
PROJECT DETAILS	This tool can check PageRank™ of up to 200 url at a time. It queries Google toolbar domain for PageRank™ and display results as images and numbers. This tool is very effective to check the PageRank™ of all inner pages of a website.

TITLE	Google Datacenter Query Tool
PROJECT DETAILS	Google datacenter query tool is developed using PHP. It queries selected Google datacenters for desired keyword and return only title of google search results. It is very useful in monitoring SERP when Google updates its server (Google Dance). Since all servers not updated simultaneously hence there is considerable position difference.

TITLE	Keyword Position Analyzer Tool
PROJECT DETAILS	Keyword Position Analyzer Tool is designed using PHP, Google SOAP API, nusoap (Simple Object Access Protocol). It queries Google with input submitted by user as query string and finds the position of website for the search keyword.

Achievements

- Won 1st prize in Circuit Designing and Debugging in TEC-2K5 which is the technical festival of Terna Engineering College.
- Won the Finalist position in ROBOTIC LEVEL-1 in VJTI College during its annual Tech-festival "TECHNOVANZA 2005" which was held at National Level.
- Won 1st prize in "Circuit-Me-This" during WHIZON-2005 held by IEEE in Ramrao Adik Institute of Technology.
- Won 1st prize in ROBO- RALLY during TEC-2K5 which is the technical festival of Terna Engineering College.
- Won the Quarter Finalist position in ROBOTIC LEVEL-1 in RAIT College during Tech-festival TECHKNOW 2005.

Extra Curricular Activities

- Organized Project Exhibition as event head for TEC- 2K5 (IEEE-TERNA).
- Participated in various technical events at different colleges including Datta Meghe College of Engineering, Ramrao Adik Institute of Technology, Vasantada Patil College of Engineering, Veermata Jeejabai Technical Institute (VJTI).
- Participated and successfully completed workshop featuring topics Goal setting Techniques,
- Developing self Confidence and excel by Will Power organized by Times Foundation.
- Participated in International assessments for schools in MATHEMATICS in year 2001.

- Won second prize in SCIENCE QUIZ in year 2000-01.
- Won first prize in science project exhibition in year 1997-98.

Personal Information

Date of Birth : 7th May 1986
Marital status : Single.
Nationality : Indian.
Linguistic Proficiency : English, Hindi & Marathi.
Skills : Quick Learner, Co-operative and Sincere.
Hobbies : Reading technical Blogs, Forums, Playing Chess and Cricket, Internet Surfing

Date

Signature