**Bina Bharti E-mail:-** bharati.seo12@gmail.com

**SEO |SMO |Digital Marketing Mobile: +91-8800574403**

More than 4 Years Experience in SEO SMO, Link building ON page, Off Page, Optimization technique. My works include highly marketing effective and creative implement technology to increase online marketing methods such as SEO (Search Engine Optimization) SMO (Social Media Optimization).

 **Key Strength**

* Self Motivated, Hard worker, implementing various strategies for SEO and SMO.
* Proficiency at grasping new technical concepts quickly & utilizing it in a productive manner.

**Knowledge**

* **SEO Tools**: Google Ad words, Google Analytics, Google Search Console
* **On-Page Optimization**:-Keyword of Title tag, Anchor Tag, Meta Description, Meta Keyword, Keyword Research, Google Analytics Details, GoogleWebmasterTools,Robot.txt Optimization, XML sitemap Creation
* **Off-Page Optimization**: Directory Submission, Blog Creation & Posting, Social Bookmarking, Business Listing, Video Submission, Press Release Promotion, Article Promotion, Blog Commenting, Classified Submission, Document Sharing, PPT Sumiton Image Sharing, Blog Sharing, Search Engine Submission, Forum Posting, Business Listing.
* Knowledge of MS Word, MS Excel and PowerPoint

**Social Media Optimization**

* Face book, Twitter, LinkedIn, instagram.com, YouTube etc.
* Have a good experience of social media and should be active user social sites like Face book, Twitter, YouTube, Slide share etc.
* Good knowledge of product promotion through social Media Network.
* Improve a company's organic search results.
* **Web Analytics**: Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keyword being used and to measure the usefulness of the Off-Page optimization strategies.

**WORK EXPERIENCE**

**Company**: SMC Real Estate Advisors Pvt .Ltd

**Designation**: Sr. Executive- SEO

**Duration**: May 2019 – May 2020

**Role & Responsibility**

* **Competitive Analysis**- Viewing Top Competitor sites for target keyword, checking optimization techniques applied analyzing
* Back link and outbound links and strategies used to gain traffic.
* **Keyword Analysis**- Expertise with Google Adwords, Google Analytics, and Google Search Console,
* **Back Link Analysis of Competitors**- Quality of back links, quality of pages the links are placed on and collecting Quality related
* sites from competitors,
* Track report and analyze website analytic
* Handling On-Page, Off-Page, Digital Marketing
* Lead generation management

**Project:**

* https://www.smcrealty.com/
* http://www.godrejnewlaunches.in/
* http://new-apartments.net/
* http://www.purvanchalroyalcity.co.in/
* http://www.pmawasyojana.org/

**WORK EXPERIENCE**

**Company**: Clixter PrePress Pvt. Ltd.

**Designation**: Sr. Executive- SEO / SMO

**Duration**: June 2017 May 2019

**Role & Responsibility**

* **Competitive Analysis**- Viewing Top Competitor sites for target keyword, Checking optimization techniques applied analyzing back link and outbound links and strategies used to gain traffic.
* **Keyword Analysis**- Expertise with Google Adwords, Google Analytics, and Google Search Console,
* **Back Link Analysis of Competitors**- Quality of back links, quality of pages the links are placed on and collecting Quality related sites from competitors,
* Track report and analyze website analytic
* Making strategic planning for all SEO, SMO initiatives and execution.
* Handling On-Page, Off-Page, SMO & Digital Marketing

**Project:**

* http://photoeditingindie.com/
* https://www.aerialartistry.com/
* http://kodkun.com/
* https://www.mupllclaw.com/
* <https://yoglutenfree.com/>
* http://excelbusiness.net/

**WORK EXPERIENCE**

**Company**: Live Web Expert

**Designation**: Sr. Executive- SEO / SMO

**Duration**: October 2015 to May2017

**Role & Responsibility**

* Handling Off-Page, SMO & Digital Marketing
* Track report and analyze website analytic, initiatives
* Making strategic planning for all SEO, SMO initiatives and execution.

**Project:**

* <http://www.helpindissertation.co.uk/>
* http://www.managementtutors.com/
* http://www.ukbesttutor.co.uk/
* http://www.helpwithassignments.com/

**Company**: Accer Technology Service Pvt. Ltd.

**Designation**: SEO Executive

**Duration**: January 2015 to September 2015

**Role & Responsibility**

* Analyze data to determine strategies to optimize multiple websites.
* Working on all kinds Off Page submissions.
* Maintaining Ranking, Traffic Reports.

**Project:**

* <http://www.kndinfra.in/>
* <http://www.registermymarriage.com/>
* <http://www.expertroofing.in/>

**EDUCATIONAL QUALIFICATIONS**

|  |  |  |
| --- | --- | --- |
| **Examination** | **Name of Institution/University** | **Year** |
| M.C.A | G.J.U, Hisaar | 2011 |
| M.S.C(Computer Science) | M.C.R.P.V Bhopal | 2008 |
| P.G.D.C.A | M.C.R.P.V Bhopal | 2006 |
| M.A (Social logy) | Bundelkhand University, Jhansi | 2002 |
| M.A (Political science) | Bundelkhand University, Jhansi | 2005 |
| B.A | Bundelkhand University, Jhansi | 2000 |
| 10+2 | UP Board | 1997 |
| High school | UP Board | 1995 |

**PERSONAL DETAILS**

Name : Bina Bharti

Date of Birth : Jan 23, 1980

 Father’s Name : Mr. K.K.Kulshrestha

 Nationality : Indian

 Marital Status : Unmarried

 Date: \_\_\_\_\_\_\_\_\_ Bina Bharti