

Ganit Soni

(Senior SEO Specialist)



Hyderabad, Telangana

Phone: 7075733743

Email: ganitsoni90321@gmail.com

LinkedIn Profile: [linkedin.com/in/ganit-soni](https://www.linkedin.com/in/ganit-soni)

SEO Specialist | 2 Years of Experience

I have 2 years of experience in SEO. I help websites rank better on Google and get more traffic. I know how to find the right keywords, fix website issues, and build backlinks to improve rankings. I have worked on different types of SEO, including website SEO, YouTube SEO, and local SEO (Google My Business).

My skills cover on-page and off-page SEO, including regular site audits to identify and fix problems. I use tools like Google Analytics, Google Search Console, SEMrush, Ahrefs, and Screaming Frog to track progress and find new growth opportunities.

I'm also experienced in YouTube SEO, Social Media Optimization (SMO), and have basic knowledge of HTML and CSS. I stay updated with the latest SEO trends like mobile-first design, Core Web Vitals, voice search, and Google algorithm changes. I enjoy working in teams, solving problems, and helping businesses grow through better online visibility.

Digital Marketing Courses & Certification

Institute: Digital Gannet (Ameerpet, Hyderabad)

Time: January 2023 – March 2023

What I Learned:

- SEO (Search Engine Optimization)
- Google My Business setup and updates
- WordPress blog and page posting
- Social media basics
- Canva designs for posts
- SEO Tools (Google Search Console and Google Analytics 4, Ahrefs, SEMrush, Ubersuggest)
- Google Ads
- Meta Ads
- Content Marketer
- HTML & CSS
- Email Marketing
- What's up, Marketing
- Paid Guest Blog

Professional Experience (Full-Time)

SMO Executive

Urban Line Infra Developers (Real Estate) – Tarnaka, Hyderabad
April – May

Work Done:

- Made and posted content on Facebook and Instagram
- Created videos and reels for social media
- Designed property images using Canva
- Did off-page work like classifieds, business listings, and image sharing
- Helped increase the company's online reach
- Supported basic SEO work

SEO Executive

Conquerors Software Technology (Agency) – Hitech City, Hyderabad
June 2023 – Sep 2024

- Did off-page SEO work like directory, bookmarking, article, forum, and blog submissions, etc, to build the quality backlinks
- Shared content on social media platforms regularly
- Created posters, videos, and cover photos using Canva
- Researched keywords using Google Keyword Planner and SEMrush
- Made SEO reports using Google Analytics, Google Docs, Sheets, and PPTs
- Worked on YouTube SEO – created accounts, uploaded videos, and shared them on social media
- Submitted websites and pages for indexing in Google Search Console
- Used Screaming Frog for website SEO audits
- Checked DA, PA, and spam score using MozBar
- Wrote blog articles with proper schema and did competitor analysis on Websites

SEO Specialist

Medicover Corporate Company – Hyderabad

Oct 2024 – Present

- Optimized website content to improve Google rankings.
- Handled on-page and technical SEO tasks.
- Built quality backlinks using off-page strategies and paid guest posts.
- Created and managed Google My Business (GMB) listings.
- Researched competitors to find SEO opportunities.
- Found the right keywords and analyzed their performance.
- Stayed updated with the latest SEO changes and Google updates.
- Used SEO tools to track results and improve website performance.

Freelancing Experience (part-time)

Freelance SEO Off-Page Submission
(April 2025 – present)

- Creating high-quality backlinks through off-page SEO.
- Submitting websites to relevant directories and platforms.
- Sharing links on social bookmarking and content-sharing sites.
- Helping websites improve their domain authority and ranking.

Skills

- Keyword Research & Analysis
- On-Page SEO & Off-Page SEO
- Technical SEO
- YouTube SEO
- Google Analytics & Google Search Console
- Competitor Analysis
- SEO Tools (SEMrush, Screaming Frog, Google Keywords planner, Google Tag Manager, Google Analytics & Google Search Console)
- Social Media Optimization (SMO)
- Canva Design
- Paid Guest Blogging
- Basic Google Ads & Meta Ads
- Local SEO (GMB Optimization)
- Content Optimization

- Link Building Strategies

EDUCATION QUALIFICATION

Osmania University

Bachelor's Degree (BSc) 2018- 2022

Languages

- English
- Hindi
- Telugu
- Kannada

Strengths

- Communication
- Problem-Solving
- Teamwork
- Honesty
- Time Management

Hobbies

- Listening to Music

- Watching Movies
- Cooking



Personal Details

- Date of Birth: 30/11/1998
- Gender: Female
- Marital Status: Unmarried
- Nationality: Indian



Declaration

I hereby declare that the information as mentioned earlier is true to the best of my knowledge.

(Ganit Soni)

SEO Specialist