

Priyanka Kodange



PROFILE

Digital Marketer with specialization in SEO. 3+ years of experience in On-Page, Off-Page, and Technical SEO, handling a total of 5 e-commerce projects and Educational Websites. Proven track record of increasing organic traffic and improving website rankings. Proficient in a variety of SEO tools and techniques, with continuous performance analysis to improve traction. A team player with excellent communication and interpersonal skills. Quick learner and eager to take on new challenges and leadership role.



9930580035



priyankakodange@yahoo.in



<https://forevershereads.com>



<https://www.linkedin.com/in/priyanka-kodange/>



India

WORK EXPERIENCE

Teamlease Edtech

SENIOR EXECUTIVE - SEO (MARKETING)

MARCH 2024 - PRESENT

- Creating SEO strategies for multiple educational websites (Purely HTML), enhancing organic search visibility and rankings.
- Conducting Technical Audits using tools such as Google Search Console (GSC), Screaming Frog, and other SEO auditing tools to identify and resolve technical issues hindering website performance.
- Implementing technical SEO elements including optimization of Sitemaps and Robots.txt, managing Canonical Tags, optimizing HTML Headers and Meta Tags, and Schema Markups.
- Crafting and executing On-Page Optimization strategies, including keyword research, optimizing content for search engines, and developing content strategies for the Home Page, Course, and Blog pages to improve search engine rankings and user engagement.
- Coordinating with Content Writers and Web Development Team to ensure SEO best practices are implemented throughout website content and codebase.
- Undertaking Off-Page Audits to analyze brand and competitor backlink strategy and managing the execution of off-page, including coordination with the Content team for Social Media. Exploring Tools like HARO.
- Monitoring and analyzing website performance metrics using tools like Google Analytics and GSC to track progress and make data-driven decisions for continuous improvement.
- Recommending UI/UX Recommendations basis Competitor Analysis and Heatmap tools like Microsoft Clarity.
- Staying updated with the latest trends and algorithm changes in SEO to adapt strategies accordingly and maintain competitiveness in search engine rankings.
- Generating regular reports, and creating guidelines and presentations to communicate SEO performance, insights, and recommendations to stakeholders and management.
- Creating SOPs to form a structure for the SEO Team and align all the activities.

See more →

Infidigit Consultants

SEO ANALYST

MAY 2021 - DECEMBER 2023

- Key Achievements (As an Associate and later as an Analyst):
 - KPIs for an eCommerce brand in a span of two years between 2021 and 2023: Drove a 1350.39% increase in Non-Branded Clicks and generated 300% increase in Organic Sessions.
 - Started a project in Jan 2023, with less to no technical implementations: Increase in sessions by 10% in the past 6 months (Jan 2023 to June 2023)
- Leading two e-commerce projects in the fashion industry and managing a small team to execute POAs promptly.
- Responsible for enhancing organic visits to client websites, improving keyword rankings, and ensuring that goals are achieved.
- Developing SEO growth strategies by evaluating competitors' and clients' website performance.
- Creating Performance Reports that tracked progress, identifying areas for improvement, and a Plan of Action.
- Serving as the point of contact (POC) for both projects and leading Client Communication, driving the teams towards a common goal.
- Effectively using SEO tools to perform Audits and provide recommendations for the websites.
- Providing Technical SEO recommendations such as Robots.txt, Sitemap Optimization, Page Speed Optimization, Meta Robots Optimization, Canonical Recommendations, etc.
- Analyzing Google Search Console and Analytics data to understand current performance, drops, or increases.
- Performing/overlooking the Keyword Research process using tools like Semrush, Keyword Planner, etc. in alignment with business objectives.
- Managing and analyzing the implementations of On-Page and Off-Page tactics such as Meta tags, Content Optimization, Header tags, Internal links and Blogger Outreach.
- Managing the development and execution of Content Strategies for Collections/Category Pages and Blogs.
- Managing the implementation of Internal and External Link Building.
- Experiment with AI Tools like ChatGPT and Bard to enhance productivity.
- Building a strong understanding of the technical aspects of SEO, including HTML, Google Analytics, webmaster tools, back-end SEO, and various online SEO tools.

Innovators Digital

SEO SPECIALIST

NOV 2020 - FEB 2021

- Handled SEO for clients in the digital marketing, real estate, and industrial motors sectors.
- Conducted keyword research using Google Keyword Planner and Ahrefs.
- Maintained an SEO editorial calendar for blogs.
- Planned the content flow for blogs and landing pages.
- Wrote content in the digital marketing space.
- Optimized Google My Business listings.
- Optimized on-page SEO elements such as headers, meta titles, descriptions, and image alt text.
- Conducted SEO audits and recommended fixes.

PERSONAL PROJECT

Forever She Reads Book Blog (<https://forevershereads.com/>)

- Developed on WordPress. the website features Book Reviews and Recommendations.
- Conducted a webinar 'Blogging for Beginners'
- Over 6 months (Jan to June 2023):
 - Increased Overall Organic Impressions by 78%
 - Increased Overall Organic Clicks by 82%
 - Increased Overall Sessions by 91.04%

PEOPLE ALSO ASK

What are Priyanka's Skills?



- Search Engine Optimization:
 - On-Page, Off-Page and Technical SEO
 - E-Commerce SEO
 - Educational Institutes SEO
- Competitor Analysis
- Content Strategy and Optimization
- Data Analysis
- Reporting
- Teamwork
- Internal and Client Communication
- HTML Basics

What tools has Priyanka used for SEO?



Semrush, Ahrefs, Google Analytics, Google Search Console, WordPress, Shopify, Looker Studio, Keyword Planner, ChatGPT, Gemini (Bard), Grammarly, Moz, Canva, Clarity, Bing

What are Priyanka's hobbies?



Her hobbies include book blogging and reviewing, writing short stories and quotes, reading, and listening to music.

EDUCATION

M.M.S (Marketing)

2017 - 2019

Lala Lajpatrai Institute of Management

CGPA - 9.37

B.Com (Commerce)

2014 - 2017

M.L Dahanukar College of Commerce

Percentage: 75.05

CERTIFICATES

SEO, Hubspot (2024)

Inbound Marketing, Hubspot (2024)

Google Analytics, Google (2020)

Digital Marketing, IIDE (2020)

AWARDS

Rising Star Award, Infidigit (2023)

Growth Award, Infidigit (2022)

Star Digital Marketer, IIDE (2020)