



# MERIA JOSEPH

SEO Specialist

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Trivandrum

## ABOUT ME

Results-driven SEO Specialist with 4 years of experience in optimizing websites for higher search rankings, organic traffic, and conversions. Skilled in keyword research, on-page & off-page SEO, and technical SEO. Proficient in tools like Google Analytics, Search Console, SEMrush, and Ahrefs.

## EXPERIENCE

May 2025 - Now

Valuementor

### SEO Specialist

Conducted regular technical SEO audits to identify and fix crawlability, indexing, site architecture, and performance issues.

Performed in-depth keyword research focused on cybersecurity services to target relevant, high-converting search queries.

Developed strategic content ideas aligned with user intent, industry trends, and keyword opportunities to drive organic growth.

Optimized on-page elements including meta tags, headers, content structure, and internal linking, collaborating with content and product teams to ensure SEO best practices.

Executed backlink-building strategies through guest posting and outreach; monitored performance using tools like GSC, GA, and SEMrush to refine SEO strategies.

Nov 2024 - April 2025

Freelance

### SEO Specialist

Conducted keyword research and competitor analysis to identify high-potential search terms for various client websites.

Performed technical SEO audits to detect and resolve issues affecting crawlability, indexing, and site performance.

Executed on-page SEO strategies including optimization of meta titles, descriptions, header tags, internal linking, and image SEO.

Developed content ideas aligned with search intent and business goals to support blog and landing page strategies.

Optimized existing content for SEO and readability to improve organic visibility and user engagement.

Jan 2024 - Oct 2024

Growth CX

### SEO Analyst

Planned and executed SEO strategies for clients across diverse domains such as fintech, IT services, managed office spaces, and software solutions.

Conducted detailed keyword research, competitive analysis, and technical audits to identify high-impact opportunities and resolve issues related to crawl errors, page speed, mobile responsiveness, and indexing.

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Managed off-page SEO activities such as backlink acquisition, guest posting, and citation building to improve domain authority; adapted strategies in response to algorithm updates.

Tracked, analyzed, and reported SEO performance using tools like Google Analytics, Search Console, SEMrush, and Ahrefs; communicated progress and insights through monthly client reports and strategy calls.

Aug 2019 - Jan 2024

Edwiza Solutions

### **Digital Marketing Specialist**

Managed and optimized the company website to enhance search engine visibility and drive organic traffic through on-page and off-page SEO strategies, including keyword research, meta tag optimization, and link building.

Created and optimized content for blogs, landing pages, and product pages to improve SEO performance and boost user engagement.

Planned and executed social media marketing campaigns on Facebook, LinkedIn, and Instagram to increase brand awareness and audience reach.

Ran targeted Facebook ad campaigns and conducted LinkedIn outreach using Sales Navigator to generate leads and connect with potential clients.

Designed and distributed newsletters via Zoho Campaigns and Mailchimp; analyzed campaign performance using Google Analytics and platform insights to inform strategy.

## **EDUCATION**

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Aug 2011 - Jun 2015

### **Bachelor's of Science in Information Technology**

Amal Jyothi College Of Engineering

## **SKILLS**

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- Keyword Research
- On-Page SEO
- Technical SEO
- SEO Audits
- Competitor Analysis
- Google Search Console
- Google Analytics
- Google Tag Manager