

VEYELU MUTHU N

SEO Analyst | Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven SEO Analyst with hands-on experience in on-page SEO, technical SEO, off-page link building, and keyword research. Proficient in WordPress website creation and management, Google Analytics, Google Search Console, and SEO auditing. Demonstrated ability to execute data-driven digital marketing strategies that improve organic search visibility, increase website traffic, and drive measurable business growth. Skilled in content optimisation, competitor analysis, and social media marketing with a strong eye for design using Canva.

CORE COMPETENCIES & ATS KEYWORDS

- On-Page SEO & Technical SEO
- Off-Page SEO & Link Building
- Keyword Research & Competitor Analysis
- SEO Auditing & Site Optimization
- Google Analytics & Search Console
- SERP Analysis & Rank Tracking
- WordPress Website Development & CMS
- Content Writing & Blog Optimization
- Meta Tags, Schema & Structured Data
- Canva Design & Visual Content Creation
- Backlink Analysis & Domain Authority

TOOLS & TECHNOLOGIES

SEO Tools: Google Search Console, Google Analytics (GA4), SEMrush, Ahrefs, Moz, Screaming Frog

CMS: WordPress (Elementor, Yoast SEO, RankMath) **Design:** Canva (basic)

PROFESSIONAL EXPERIENCE

SEO Analyst | Sage GFX Digital Solutions | Chennai, Tamil Nadu

February 2026 – April 2026

- Conducted in-depth keyword research using SEO tools to identify high-value search terms, improving organic keyword rankings and website visibility on Google SERPs
- Performed comprehensive on-page SEO optimisation, including meta titles, meta descriptions, header tags (H1–H6), image alt-text, internal linking, and URL structuring
- Executed technical SEO audits to identify and resolve crawl errors, broken links, page speed issues, duplicate content, and mobile usability problems
- Built and managed WordPress websites from scratch, configuring SEO plugins (Yoast/RankMath), setting up sitemaps, and maintaining content freshness
- Developed and executed off-page SEO strategies, including link building, guest posting, directory submissions, and backlink analysis to improve domain authority
- Tracked, analysed, and reported website performance metrics using Google Analytics and Google Search Console; provided actionable insights to improve organic traffic
- Collaborated on product and client photo/video shoots for digital promotions, optimising visual content for web and social media platforms

Digital Marketing Intern | Sage GFX Digital Solutions | Chennai, Tamil Nadu

November 2025 – January 2026

- Assisted senior SEO team in executing on-page and off-page SEO tasks for client websites
- Researched trending keywords and created SEO-optimised blog content to increase organic traffic
- Updated and maintained WordPress website content, ensuring consistent publishing schedules and SEO best practices
- Monitored competitor websites and analysed SERP rankings to inform keyword strategy

- Supported social media content creation using Canva for digital marketing campaigns

Digital Marketing Intern | Skyappz Academy | Coimbatore (Remote)

May 2025 – June 2025

- Gained foundational knowledge and practical exposure to SEO workflows, including keyword mapping, on-page optimisation, and content strategy
- Performed basic SEO audits and assisted in content writing for blogs and web page

EDUCATION

Bachelor of Commerce (B.Com)

Merit Art and Science College, Edaikal | 2018 – 2021

CERTIFICATIONS

Digital Marketing Certification

IPCS Global, Tirunelveli | December 2024 – February 2025

LANGUAGES

Tamil (Native) **English** (Professional Working Proficiency)
