

# Amish Keshwani (SEO, SEM & Web Analytics Consultant)

SEO, SEM & Web Analytics Consultant, Google Certified Google Analytics Professional (GAIQ)

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## Summary

Digital Media Marketing Professional with 7+ years of experience in the Search Industry, earned expertise in SEO (On Page, Off Page optimization), SEM (Google Adwords, Yahoo, Bing & other paid marketing sites), Social Media Marketing, Email Marketing & other indirect approaches of Online Marketing. With the passion for Web Analytics/ Traffic Monitoring, Conversion Optimization and Data Mining are few activities which I enjoy the most.

With extensive experience in full fledged Digital Media Marketing Services I have gained expertise in Lead generation, Strategy planing for digital media in a given budget, leading a team of Internet marketing professional including SEO, SEM & SMO professionals, Communicate with the International clients. Being a Sr. Project Manager, Handling SEO/SEM Projects which includes activities like, creating online marketing plan for the projects, resolve technical issues faced by team & client, Schedule the project plan & execute with the desired outcome in a given time frame & generate the ROI reports for the clients as well as for the company to manage the resources in profitable way.

Living a life long learning approach to survive in this ever changing SEARCH INDUSTRY

## Specialties

Digital Media Marketing, Online Marketing, Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Client Communication, Project Planing & Scheduling, Web Analytics, Blogging

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## Experience

### **Digital Media Marketing Professional (SEO, SEM, Web Analytics) at Pinstorm**

October 2010 - Present (1 year 5 months)

Pinstorm is one of the world's fastest growing global advertising firms, known for its bold approach of offering pay-for-performance advertising and digital marketing services. I have joined Pinstorm in October, 2010 in the capacity of Ast. Manager & got promoted as Sr. Manager during the last appraisal process.

Pinstorm has over 130 people across offices in USA, Switzerland, China, Singapore, Malaysia and India. Working with Pinstorm is an amazing experience in my professional life till date. The work

culture, the kind of projects & more importantly a challenge to work on Pay For Performance model is a real challenge for any individual in online media. Currently working in the capacity of Sr. Manager in Delivery Team & managing the SEO, SEM projects for the company.

*3 recommendations available upon request*

### **SEO & Web Analytics Consultant at InnovativeSEO**

March 2010 - Present (2 years)

Innovative SEO is all about sharing innovative ideas to rock the Search industry. Join now to get inspired with new ideas & thoughts in the field of Internet Marketing.

Amish Keshwani, Internet Marketing Professional having 5+ years of experience in the search industry have started this blog to share his knowledge base in 2006 & earned a good list of subscribers & blog readers of the field.

*3 recommendations available upon request*

### **SEO Head at Priya Softweb Solutions Pvt. Ltd.**

January 2009 - October 2010 (1 year 10 months)

Priya Softweb Solutions is a prominent name in providing exclusive software development services for SMEs, specializing in custom application development, website development, system integration and software testing and quality assurance, with industry-specific software expertise in High-Technology, Software, Automotive, Financial Services and Entertainment sectors.

Working as a SEO Head with Priya Softweb Solutions is always an exciting experience. It gives a platform to explore all your abilities & ideas to perform the best.

*12 recommendations available upon request*

### **SEO Consultant at The Marketing Zen Group**

April 2010 - September 2010 (6 months)

Working with Marketing Zen group is an amazing experience. Its a unique role & opportunity to work with global team in local environment to deliver the great results. Its a unique & memorable experience to work with Shama with her team.

### **Team Lead - SEO & Internet Marketing Dept. @ Sanblue Enterprise at Fibre2Fashion.com**

February 2008 - January 2009 (1 year)

Fibre2fashion.com is a highly visited B2B portal dedicated to Textile, Garment and Fashion Industry, an authentic means for corporate planners & advisers. Fibre2fashion is a market place for business in the entire value chain starting from fibre covering up to fashion. Increasing number of visitors come online to know about latest happenings, events, fairs and communicates with their target /probable clients, through various business channels.

Fibre2fashion.com is highly visible among decision makers within textile business across the world with 1.5 Mln visitors every month and 0.5 Mln registered users from 190 countries.

Working as a TL in SEO department of Fibre2Fashion.com (San Blue Enterprise) is a great experience. Responsible for overall Internet Marketing, Branding of the portal, Getting Traffic on the respective domains of the Fibre2Fashion.com & compete with the leading B2B portals on the web.  
*13 recommendations available upon request*

**Team Lead - SEO & Internet Marketing Dept at Milestone Internet Marketing**

June 2007 - February 2008 (9 months)

Leading the team of link builders & SEO, Managed relationship with internal SEO Experts/Linking Experts, co-coordinating team by motivating and guiding them. Giving support to US team & coordinating with the Account Managers. Work with Design and Code Teams to ensure Design and Coding maintains SEO Standards set forth delivering best possible ranking and traffic solution to Client's web portal. Assisting US team in content editing & designing marketing strategies.

*4 recommendations available upon request*

**SEO Executive at E. Solutions**

March 2005 - February 2008 (3 years)

Worked as a SEO executive where main job responsibilities include the Link building activities including , Directory submissions, Press Release submission, Social Bookmarking and Identify the Do-follow links. Learned & worked on client's projects for On-Page SEO activity, Keyword Research, Title & Meta tag creation and other on page SEO.

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## Languages

<b>English</b>	(Full professional proficiency)
<b>Hindi</b>	(Full professional proficiency)
<b>Gujarati</b>	(Native or bilingual proficiency)

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## Skills

<b>SEO</b>	(Expert, 6 years experience)
<b>SEM</b>	(Advanced, 3 years experience)
<b>Digital Marketing</b>	(Expert, 6 years experience)
<b>Web Analytics</b>	(Expert, 5 years experience)
<b>Link Building</b>	(Expert, 7 years experience)
<b>Email Marketing</b>	(Advanced, 5 years experience)
<b>Offshore Project Management</b>	(Advanced, 5 years experience)
<b>Client Communication</b>	(Advanced, 5 years experience)
<b>Blogging</b>	(Expert, 5 years experience)
<b>Project Planning</b>	(Expert, 5 years experience)
<b>Project Implementation</b>	(Expert, 5 years experience)

<b>Project Coordination</b>	(Expert, 5 years experience)
<b>Team Leadership</b>	(Advanced, 5 years experience)
<b>Online Reputation Management</b>	(Advanced, 5 years experience)
<b>Social Media Marketing</b>	
<b>New Media</b>	
<b>Google Adwords</b>	
<b>SMO</b>	
<b>Off Page Optimization</b>	
<b>PPC</b>	
<b>Online Marketing</b>	
<b>Social Media</b>	
<b>Google Analytics</b>	
<b>Keyword Research</b>	
<b>Online Advertising</b>	
<b>Mobile Marketing</b>	
<b>Organic Search</b>	
<b>Digital Strategy</b>	
<b>Conversion Optimization</b>	
<b>Lead Generation</b>	
<b>Online Branding</b>	
<b>Google Webmaster Tools</b>	
<b>Analytics</b>	
<b>Landing Page Optimization</b>	
<b>Online PR</b>	
<b>Copywriting</b>	
<b>Digital Media</b>	
<b>Article Marketing</b>	
<b>Blog Marketing</b>	
<b>Social Bookmarking</b>	
<b>Search Advertising</b>	
<b>Social Media Monitoring</b>	
<b>Local Search</b>	
<b>Online Lead Generation</b>	
<b>Search Engine Submission</b>	

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## Certifications

### **GAIQ (Google Analytics Individual Qualification)**

Google      September 2010 to March 2012

### **SEO & Internet Marketing Professional**

IACT (International Academy For Certification & Training)      September 2010

### **Certified SEO Training Program**

AMA (Ahmedabad Management Association)      December 2007

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## Education

### **Datashaping.com**

Data Shaping Certified Professional, Web Analytics, 2007 - 2008

Activities and Societies: Web Analytics

### **Sardar Patel University**

MCA, Computers, 2002 - 2005

*1 recommendation available upon request*

### **Gujarat University**

BCA, Computers, 1999 - 2002

*1 recommendation available upon request*

### **Diwan Ballubhai School**

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## Honors and Awards

Google Analytics Qualified Individual

DataShaping Certified Analytics Professional

Certified SEO Professional

## Interests

SEO, SEM, Web Analytics, Internet Marketing

oDesk Certified SEO Expert

[https://www.odesk.com/exams/Certified-Search-Engine-Optimization-Consultants\\_1713734](https://www.odesk.com/exams/Certified-Search-Engine-Optimization-Consultants_1713734)

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## 37 people have recommended Amish Keshwani

"Amish is a very talented and hard working guy with a wonderful heart. He is Expert in internet digital marketing. Always helpful for others when it comes to knowledge sharing. Learned a lot from him. I strongly believe that he is having all the capabilities to manage a good team. All the best"

— **Ruchi Akolkar (SEO, SEM, SMO)**, Sr. SEO Executive, Pinstorm, reported to Amish Keshwani at Pinstorm

"Amish Keshwani - the digital media marketing, SEO and SEM Expert. His has great and excellent knowledge about online marketing. He has 5+ years of experience and shares his knowledge to a great extent. Nice person to be in his team."

— **Jiten Waghela**, Search Engine Optimizer (SEO), Pinstorm, reported to Amish Keshwani at Pinstorm

"Amish is one of the most dedicated professionals that you can get to work with. Not only a true expert in his domain, Amish is very well-organised and a great team player."

— **Beverly D'souza(berverly.dsouza10@gmail.com)**, Manager, Pinstorm, managed Amish Keshwani at Pinstorm

"Amish is a highly professional and very much target oriented individual. His interest, passion and skills in analytics and his research acumen are the perfect match for his profile. I am very much sure that he will be a great asset to any organization he works for or any endeavor he pursue in future. Keep up the good work Amish."

— **Jaymin Bhuptani**, Director - Business Development, CCT Solutions Pvt Ltd., managed Amish Keshwani at The Innovative SEO Group

"Though, I've not worked with Amish directly, but as we share same profession, I know him quite well for his work and knowledge. He is very versatile, hardworking and enthusiastic professional. A good team player and nice to work with. I truly recommend him for his professionalism."

— **Altaf Gilani**, Project Leader, ZealousWeb Technologies, was with another company when

working with Amish Keshwani at Innovative SEO

"Amish is nice fellow to work with, he has sound knowledge of SEO techniques and he works really hard to ensure quality of work. I look forward to hire him on my future projects"

— **Gautam Kalal**, *Sr. Web Designer, Sanblue Enterprise*, managed Amish Keshwani indirectly at Sanblue Tech Pvt. Ltd.

"Many times, I had a chance to work with Amish and he is very good at SEO and communication skills, Also, we always get good results on website which has been optimized by Amish. Great Guy!!!"

— **Viral Hirpara**, *Project Manager, Softweb Solutions*, worked with Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"Amish sir is really a genial personality, He is very cool and calm with his colleagues and juniors at the time of work. Personally I learn a lot about (SEO Industry) from him. He is on of the genius person in this SEO industry, I like to recommend him and wish a bright future ahead"

— **Harshal Mazmudar**, *SEO (Search Engine Optimizer), Priya Softweb Solutions Pvt. Ltd.*, reported to Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"I had the pleasure of working with Amish on SEO projects, for Softweb Solutions. Amish's knowledge and enthusiasm for SEO is not only thorough and results-focused, but infectious as well. He has tremendous knowledge of Search Engine methodologies and Optimization techniques. Within a very short time, he surpassed the expectations and brought a new understanding of SEO in the company. He has always conducted himself very professionally and is quite approachable colleague that it makes finding solutions to problems a rewarding collaborative effort. Any employer looking for someone who is outspoken, creative thinker, self-motivated worker and a team-player, Amish is the right guy to approach."

— **Malay Parikh**, *Sr. Project Manager, Softweb Solutions*, managed Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"working with amish sir is the best experience of my life. i can only say Amishsir is well experienced and knowledgeable SEO i ever meet. Good Team Leader and very helpful person for the junior like me. Amishsir have good explanation power and great understanding level i always ask for the same team lead Thanks Amishsir for all your guidance & support...."

— **SEO Ilesh Vyas**, *SEO, Priya Softweb Solutions Pvt. Ltd.*, reported to Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"Amish is well experienced and knowledgeable SEO. Cool dude and Good Team Leader, He knows how things should going on and how to track it. He's also having good explanation and power to

convince. -Cheers"

— **Anand Umraniya**, *Sr. SEO Expert, Priya Softweb Solutions Pvt. Ltd.*, worked directly with Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"Amishbhai has a good command on SEO and team build. He has a good presence of mind and eager to learn new things. He deserves what he is right now. I wish that amishbhai become more success in his life and achieve his goal. All the best amishbhai."

— **Kinjal Shah**, *Expertise in asp.net with C#, Softweb solution Pvt. Ltd*, worked with Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"Amish, one of the most well-versed SEO executives I have ever met. He is the one with lots of strategies and updated knowledge. He is always enthusiastic for sharing and working."

— **Stuti Shah**, *technical writer, Softweb Solutions*, worked directly with Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"He is through professional, and good as a human being. He has solution for all the queries and good leader with huge knowledge in SEO & Social Media Marketing. I wish him all the best for his bright future and new endaveours in life...."

— **Amit Panchal**, *SEO Executive, Priya Softweb Solutions Pvt. Ltd.*, reported to Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"It is about an year since we have been working together. He has profound knowledge of SEO & SMO. He keeps himself updated about the search market on day to day basis. This is the reason he had answers of almost any question I asked him in this 1 year tenure. He has good communication skills & the best part is he can convince any client very well whether the client is new to SEO or is well-versed in this field. I got a chance to learn a lot under his guidance...Thanks Amish for all your guidance & support..."

— **Binjal Shah**, *Sr. SEO, Softweb Solutions*, reported to Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"He is a good team mate and honest person. He has experience to optimize many web sites. he can manage multiple projects. He has good communication and analytical skills.wish him all the best for career."

— **Ilaxi Dave**, *Admin Executive, Priya Softweb Solutions Pvt. Ltd.*, worked with Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"He is one of the best team lead. He is a fantastic person to work with & an efficient , responsible & independent employee. He has great relations with company clients & post potential customers.Has an in-depth, understanding of modern IT technologies."

— **Bela Patel**, *HR Executive, Priya Softweb Solutions Pvt. Ltd.*, worked with Amish Keshwani at Priya Softweb Solutions Pvt. Ltd.

"What I like about Amish is to drill and find the new ways of doing work and his reading habits. I really appreciate his advices and they always result productive."

— **Ganesh Hulle**, was Amish Keshwani's client

"Amish is a detail oriented manager who watches the balance sheet like a hawk without losing sight of the strategic objective. Always ready to accept new challenges and love to work in a team. An effective communicator with excellent presentation skills (one can ask his team members). He possess a flexible learning and working attitude. We have'nt got a chance to work with each other very frequently; however looking at his career growth i can say that good planning and hard work lead to prosperity... I wish him all the best for all his future Endeavour's"

— **Rushabh Shah**, *Sr. Corporate Sales Executive, Sanblue Enterprises Pvt. Ltd*  
*www.fibre2fashion.com*, worked with Amish Keshwani at Sanblue Tech Pvt. Ltd.

"Sincere and hard working person. Good knowledge about internet marketing and i am sure he will rise at a good pace in his career path. All the best."

— **Jose Daniel - PMP, ITIL**, *Head - Operations, www.fibre2fashion.com*, managed Amish Keshwani indirectly at Sanblue Tech Pvt. Ltd.

"Amish having in-depth understanding of Search Engines Optimization as a subject is one of the most professional colleagues I worked with at Sanblue Enterprises Pvt. Ltd. In a very short interlude of time he managed to improve substantially the traffic quality of the various sections he worked on. His leadership qualities are admired by all the stakeholders of the organization which makes him one of the most accepted leaders of the organization. I wish him all the very best for his bright career."

— **Swapnil Kanage**, *Business Development Manager, Sanblue Enterprises Pvt. Ltd*  
*www.fibre2fashion.com*, worked with Amish Keshwani at Fibre2Fashion.com

"Amish, he is master of online optimization and SEO expert"

— **Amit Kumar**, *Business Development Manager, Sanblue Enterprises(P)Ltd*, worked directly with Amish Keshwani at Fibre2Fashion.com

"Amish Sir Is is a good Team Leader, He has deep knowledge of SEO, SEM, PPC, Analytics and Internet Marketing, He always ready to teach me a All SEO Technique He also knowledge Sharing Person. He trains me as a friend and always gives me an answer of all my questions. Wish u a Best Luck."

— **Umang Amin**, *SEO Executive, fibre2fashion*, reported to Amish Keshwani at Fibre2Fashion.com

"Working with Amish is great exp of my life. A person who can understand your need in few words and then help you to make your internet presence strong. Amish & I worked together on few of my project and as he helped me to promote the project across the internet via social media, blog, PR and so many things. I think he is having ability to make the things better and that make him different from others."

— **Jaydip Parikh**, *Manager [Business Development & Strategy Planning], Sanblue Enterprise Pvt. Ltd.*, worked with Amish Keshwani at Fibre2Fashion.com

"Amish is very cool and smart person. He is a detail-oriented leader who watches the balance sheet like a hawk without losing sight of the strategic objective. He is a smart guy who understands Web marketing. He would be an asset for any company. I believe he would be a positive addition to our team."

— **Sapna Shah**, *Manager - Information Resource, Sanblue Enterprises Pvt. Ltd. (www.fibre2fashion.com)*, worked with Amish Keshwani at Fibre2Fashion.com

"Amish is such a good personality and of course an excellent Internet Marketing Professional. He is also a good Team Leader who is always seeking to grow along with the team. He is very much loyal and hard working personality delivering outstanding outputs by his work. Wishing better success in his profession and life."

— **Vishal Shastri SEO Consultant**, *SEO Executive, Sanblue Enterprise Pvt Ltd*, reported to Amish Keshwani at Fibre2Fashion.com

"Amish is really tech savvy person has deep knowledge of SEO, SEM, PPC, Analytics and Internet Marketing. Is a really nice person always eager to support his colleague. Never getting irritate by any query and has always answer to question. More over that he is a good friend. I Wish him Good Luck."

— **Jignesh Padhiyar**, *SEO, San Blue Enterprise*, reported to Amish Keshwani at Sanblue Tech Pvt. Ltd.

"In one line, I can say that he is the most dedicated person I have ever come across towards his work. I never met any one who is more dedicated & hard working. As a human being, a very good person whom you love to work with, a good colleague and good friend. He is a versatile person, a good team leader with good managerial skills. Thanks for your great support in professional life. Wish you all the Best for the future. Thanks!!"

— **Dharmesh Gajjar**, *Sr. SEO, Communication Crafts*, worked directly with Amish Keshwani at Fibre2Fashion.com

"Amish and I have been working together in the same team since couple of months. His responsibilities as a SEO Head were many but majorly analytical skill in which he scores

brilliantly. He is a very efficient, hard working, and punctual employee. I am very impressed with Amish's ability to complete all work assigned to him in a timely and professional manner. In addition, Amish was very precise and thorough with his reports. I highly recommend Amish for whatever position he may decide to endeavor. He is the type of employee that anyone would enjoy to work beside. Amish will surely go a long way on the path of success. All the best."

— **Hitesh Jani**, *Business Development Manager, Sanblue Tech Pvt Ltd*, worked directly with Amish Keshwani at Sanblue Tech Pvt. Ltd.

"Amish is a very cool and smart Team leader of SEO dept. in fibre2fashion. he is very hardworking and helping personality"

— **Devarsh Bhatt**, *Network Administrator, Sanblue Enterprises Pvt. Ltd*, worked with Amish Keshwani at San Blue Enterprise

"Amish as a TL Detail Oriented Person having expertise on Analytics, Intelligent, communicator and motivator. He is good human being having realistic approach of life and career oriented guy. Best of luck for future"

— **Dipali Thakkar**, *SEO Executive, San Blue*, reported to Amish Keshwani at San Blue Enterprise

"Amish was one of my most dedicated employees. His knowledge of the industry was highly in depth. His people and teamwork skills made an enormous contribution to his entire division. Amish was very pleasant to work with, he took his work at Milestone very seriously, and contributed at a very high level. I would highly recommend Amish for any position in the high tech industry."

— **Alexander Yunerman, MBA, Sr. eStrategist, Milestone Internet Marketing**, managed Amish Keshwani at Milestone Internet Marketing

"I found Amish to be a sincere pleasure to work with. He is detailed oriented and has a strong knowledge of analytics, SEO tactics/techniques as well as an understanding of SEM. Amish is incredibly dedicated and hard-working as well as accurate and insightful with his recommendations. Amish jumped on all the urgent action items for the entire team and worked ridiculous hours to get the job done. His hard work, pro-activeness, enthusiasm, dedication and contributions to the team's overall objectives are simply outstanding. Amish has an incredible future ahead of him. He will absolutely thrive in any environment and be a huge asset to any team lucky enough to have him. Thanks Jitendra Parmar"

— **Jitendra Parmar**, *Owner, eZiness Solutions*, managed Amish Keshwani at Milestone Internet Marketing

"Amish know my ability and time management as well as achieve project deadline successfully with work pressure. He know my quality work as well."

— **Thakarshi Makwana**, *Software engineer, Instant Discounts Ltd.*, worked directly with Amish

## Keshwani at Milestone Internet Marketing

"Amish is very good SEO Specialist, and having very good skills to manage team members."

— **Mukesh Dhobi**, *Team Leader for Software Department, Milestone Internet Marketing*, worked with Amish Keshwani at Milestone Internet Marketing

"Amish ...very good as person & very energetic & intelegent..."

— **Rikta Patel**, *Student, Sardar Patel University*, studied with Amish Keshwani at Sardar Patel University

"I've found Amish with full of ideas and innovation! He is very disciplined and mature with what he does. He strives for attention to details and perfection. Good hearted and friendly nature! Wish him best luck with his career!"

— **Anish Lakhani**, *Student, Gujarat University*, studied with Amish Keshwani at Gujarat University

[Contact Amish Keshwani on LinkedIn](#)