

# RAJENDRA SHRESTHA

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## Objective

Results-driven SEO Specialist and Full-Stack Web Developer with 3+ years of experience in crafting data-driven SEO strategies and building responsive, SEO-friendly websites. Expertise in on-page, technical, local, and off-page SEO, coupled with proficiency in tools like Google Search Console, Ahrefs, SEMrush, and Screaming Frog. Adept at merging technical web development skills (WordPress, HTML/CSS, JavaScript) with SEO best practices to drive organic growth and improve search engine rankings.

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## Education

### Bachelor in Computer Applications (BCA)

Whitefield International College, Naya Bazar, Kathmandu  
2020–Present

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## Technical Skills

- **SEO Tools:** Google Search Console, Google Analytics, SEMrush, Ahrefs, Screaming Frog, Moz, Google Keyword Planner
  - **SEO Expertise:** On-Page SEO, Technical SEO, Local SEO, Off-Page SEO, SEO Audits, Keyword Research, Competitor Analysis, Content Optimization
  - **Web Development:** WordPress (Design & Development), HTML/CSS, JavaScript, PHP, MySQL, React, Node.js
  - **Other Tools:** Yoast SEO, Rank Math, Screaming Frog, Git, Figma, CMS Platforms
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## Professional Experience

### SEO Specialist & Web Developer

Orka Socials, Kathmandu, September 2023 – Present

- Conduct comprehensive SEO audits using Screaming Frog and SEMrush, identifying 50+ technical issues monthly and improving site crawlability by 30%.
- Optimize 100+ web pages for on-page SEO, including meta tags, headers, and structured data, resulting in a 40% increase in organic traffic for key clients.

- Execute local SEO strategies (Google My Business optimization, local citations) to boost client visibility, achieving a 25% rise in local search rankings.
  - Manage off-page SEO campaigns, securing 15+ high-quality backlinks monthly through guest posting and outreach, improving domain authority by 20%.
  - Develop and maintain WordPress websites with custom themes/plugins, ensuring mobile responsiveness, fast load times (<2s), and SEO-friendly architecture.
  - Create detailed SEO reports using Google Data Studio and Ahrefs, highlighting KPIs like keyword rankings, traffic growth, and conversion rates.
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## Certifications

- Orka Socials Academy – SEO Mastery Course
  - Dursikshya Education- Full-stack Development-
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## Projects

### Local Business SEO Campaign

Conducted a technical SEO audit for a local bakery, resolving 20+ crawl errors and optimizing Google My Business, leading to a ranking for “SEO with Rajendra”.

### E-commerce Website Optimization

Revamped product pages and metadata for an online store, increasing organic conversions by 25% in 3 months.

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## Portfolio/Work Samples:

<https://rajendrashrestha.xyz/>

<https://rajendrashrestha.xyz/how-to-track-and-measure-content-seo-performance/>

<https://rajendrashrestha.xyz/best-content-writing-tools-to-improve-your-writing-in-2024/>

<https://rajendrashrestha.xyz/13-content-writing-mistakes-to-avoid-for-success-in-seo-in-2024/>

<https://rajendrashrestha.xyz/the-effective-types-of-digital-marketing-in-2024/>