# Sohanoor Rahman

## Search Engine Optimization Specialist

Technical SEO | Content Strategy | Keyword Research | Onpage Optimization

**Phone**: +880 1688351240, +880 1786331822, **Email**: imsrsohan@gmail.com
**Address**: House # 23/1, Kallyanpur, Mirpur, PO- 1207, Dhaka, Bangladesh
**Linkedin**: www.linkedin.com/in/aboutsohan  |  **Website**: www.sohanoor.com

## Skills

**Technical Skills:** Keyword Research, Onpage Optimization, Content Strategy, Content Brief, Competitor Analysis, Technical SEO, SEO Audit & Fixing, Link building, Local SEO, PPC Campaign

**SEO Tools & Platform:** Google Search Console, Google Analytics, Google Tag manager, Google Keyword Planner, Google My business, Ahref, Semrush, Screaming Frog

**CMS & Technology:** WordPress, Shopify, HTML & CSS, Python, ChatGPT

**Others:** Trello, Asana, Data Analysis & Reporting

**Abilities:** Communication, Teamwork, Management, Team lead, Problem solving

**Language:** English (Proficient), Bengali (Native)

## Professional Summary

Experienced SEO expert with over 4 years of expertise in managing SEO projects and resolving 150+ technical SEO issues. Skilled in advanced techniques like schema markup, page speed optimization, and SEO automation to drive organic growth and improve search rankings. Successfully led teams to achieve targeted keyword rankings through on-page optimization, strategic link building, content strategy, keyword research. Increased customer calls by 250% for a local SEO project. I have experience in content writing, and Google Ad management.

## Work Experience

**Seopage1 IT Solution**, Dhaka, Bangladesh                    December 2023 – August 2024
**Technical SEO Specialist**

- Managed up to **20** projects at a time and fixed some critical technical issues.
- Resolved over **150+** technical SEO issues, improving the client's website accessibility, crawling & indexing issues which helps in ranking up to **25%**.
- Solved **spam-referral attack** discovered on the Google Search Console.
- Increased indexing rate by fixing **canonical issues**.
- Resolve issues like 404 errors, broken links, and redirect chains which ensures a smoother user experience and improves crawl efficiency, which positively affects Google ranking.
- Fixed major technical issues by auditing **Google Search Console, Screaming Frog, and Ahref** site audit tool.
- Implement Advanced SEO Techniques such as **Schema Markup** (schema.org guidelines), Page Speed Optimization, SEO automation, UI/UX related issues.

**Alshrakane United**, Kuwait (Remote)                    Nov 2020 – Nov 2023

**SEO Team Leader**

- Achieved targeted keywords ranking within **4 months** which increase customer calls up to **250**% for a local business.
- Ranked commercial keywords up to 36%, navigational keywords up to **4%**, and transactional keywords up to **4%**.
- Improve domain authority by Link building, local directory submission.
- Boost customer calls by optimizing Google my business profile up to **100%**.
- Implemented proper schema markup, helping the website rank in the targeted local area.
- Increased CTR by optimizing the CTA button.
- Optimize websites to improve keyword ranking for **SERP Feature**.

**VISER X,** Uttara, Bangladesh                    July 2020 – October 2020

**SEO Professional**

- **Led a team** of 5 SEO professionals in executing technical, content and link building strategies.
- Collaborated with developers to fix technical issues affecting SEO performance.
- Tracked, analyzed and evaluated SEO outcomes and presented findings to the upper management.
- Improves Google ranking by implementing on-page optimization.
- Generated content ideas based on user intent, keyword research and search data analysis.

**Techneo360,** Dhaka, Bangladesh                    January 2019 – Jun 2020

**Junior SEO Executive**

- Contributed to the SEO team by conducting keyword research and link building.
- Improved GMB rankings through optimization and regular content uploads.
- Optimized product pages and blogs for the e-commerce websites.
- Created social media banners using Freepik, Canva, and Photoshop, which increased social engagement.

# Education

**Bachelor of Science (B.Sc)**                    Graduation Year: 2022

European University of Bangladesh  | 2/4 Gabtoli, Mirpur, Dhaka, 1216, Bangladesh

**Major**: Computer Science

**Diploma in Engineering**                    Graduation Year: 2018

Tangail Polytechnic Institute, Tangail Sadar, Bangladesh

**Major**: Telecommunication