

# MAHAD KHAN

## SEO Executive

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### SUMMARY

For the past 4 years, I've been handling the full scope of SEO in company roles from on-page and off-page work to technical SEO. I take care of everything from fixing site issues and improving content to building backlinks and making sure the site performs well in search results, even in highly competitive niches. One of my key strengths is getting results in highly competitive niches. I've successfully ranked tough, high-volume keywords on Google's first page, delivering consistent traffic and qualified leads.

### PROFESSIONAL EXPERIENCE

#### SEO Executive | Linkitsoft

2022 - PRESENT

As an SEO Executive at Linkitsoft, I manage every aspect of SEO with a strong focus on On-Page, Off-Page, and Technical SEO. From researching the right keywords to fixing backend issues, I ensure the website is fully optimized to boost visibility and drive consistent organic traffic. One of my key achievements here has been ranking highly competitive keywords on Google's first page, helping generate a strong flow of traffic and qualified leads. These results came from a mix of solid content optimization, smart link-building strategies, and addressing technical gaps that were holding the site back. I work closely with the content team to develop valuable, search-friendly content and point on building high-authority backlinks. I actively monitor SEO performance using tools like Ahrefs, Google Analytics, and Search Console, constantly refining strategies based on real data and staying current with Google's algorithm updates.

#### Junior SEO Executive | VentureForce Global

2021 - 2022

At VentureForce Global, I worked on both on-page and off-page SEO. My tasks included conducting keyword research, updating content, optimizing meta tags, implementing internal linking, and building backlinks. I used tools like Ahrefs, Google Analytics, and Search Console to track site performance and traffic. As a result of my SEO efforts, the website's keyword rankings improved, and its overall visibility increased. This role gave me solid hands-on experience in how SEO actually delivers results.

### TECHNICAL SKILLS

On-Page SEO  
Off-Page SEO

Technical SEO  
Meta Ads

Social Media Marketing  
Graphic Designing

Lead Scraping  
Web Development

### EDUCATION

Govt. Boys Degree College  
Intermediate

2020 - 2022

### ADDITIONAL INFORMATION

**Certifications:** Google Fundamentals of Digital Marketing, HubSpot SEO Certification.  
**Languages:** English and Urdu.