



M. Arslan Ayub

SEO EXPERT

CONTACT ME

0304-7664566

malikaa3835@gmail.com

Muzaffargarh

EDUCATION

MScs (Computer Science)

NFC Multan 2022-2024

MSc IT (Information Technology)

University of Education 2018-2020

BCs (Computer Science)

BZU Multan 2016-2018

ACHIEVEMENTS

Internationally Reputed Institute SEO Training Certificate iskills by M. Tanveer Nandla

Cisco Certification in CCNAv7

ITN Introduction to Networks

ENSA Enterprise Networking, Security, and Automation

SRWE Switching, Routing, and Wireless Essentials

WORK EXPERIENCE

SEO Specialist & Co-Founder

Virtual Hawks

www.virtualhawks.com

- Led the SEO team, achieving a 50-60% increase in website traffic and leads
- Developed and executed organic ranking strategies
- Optimized website content for SEO and Implemented Semantic SEO techniques
- Implemented Semantic SEO techniques
- Improved website UI/UX in collaboration with development and design teams
- Conducted detailed SEO and technical audits to enhance technical SEO
- Focused on mobile SEO to boost conversions
- Managed local SEO strategies for better regional visibility
- Handled off-page SEO to build backlinks and authority
- Collaborated with the social media team to align SEO and social efforts

The Career Counselling | Service Website

- Led brand-building strategies, driving approximately 40% growth in traffic and sales
- Conducted in-depth product and market research to identify opportunities
- Managed Google Merchant Center for optimized product listings and visibility
- Analyzed data using Google Analytics and created detailed performance reports
- Optimized categories and products to improve search rankings and user experience
- Developed SEO funnels to guide users from discovery to conversion
- Implemented conversion rate optimization (CRO) strategies based on data insights
- Collaborated with teams to enhance overall digital strategy and user engagement

SEO expert

Vision Group LLC | Dubai

www.visiongroup.llc

- Conducted keyword research for improved rankings.
- Collaborated for optimized content and user experience.
- Executed on-page SEO for better rankings.
- Managed off-page for strong backlink profiles.
- Implemented technical SEO for enhanced performance.
- Conducted audits to address issues.
- Provided data-driven insights for strategy.
- Stayed updated on industry trends.
- Blogs for better ranking.

SEO expert

Noor Intl | Islamabad

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INTERESTS

- Technology
- Branding
- Digital Marketing
- watching Podcasts
- cricket

LANGUAGES

- Urdu
- English
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OTHER SKILLS

- Content Writing
- WP Development
- Canva Designing

SKILLS

Search Engine Optimization

- SEO strategies
- Niche Research and Keyword Research
- On Page SEO
- Off-page SEO
- Technical SEO
- Google E-E-A-T Guidelines
- Topical Authority
- website content structure
- website Audits
- Sitemap.xml
- Sitemap.html
- robots.txt
- Crawl budget optimization
- Core Web Vitals
- worked on Tools like : Google Search Console, Moz, Google Analytics, SEMRush, Screaming Frog, Ahrefs

SEMRUSH - Keyword Research Tool

- Domain analysis
- Competitor analysis
- Website history
- Niche Research/keyword Research
- Keyword intent
- Traffic analytics
- Backlink analysis
- SERP analysis

e-Commerce

- SEO for e-commerce store
- product title/description/meta optimizations
- Product page optimization
- category page optimization
- worked on Google Merchant center
- images optimization
- ecommerce site Design

CMS (wordpress and shopify)

- WooCommerce
- designing woocommerce shop
- Designing landing pages
- Designing websites
- Blogs
- speed optimization
- themes and plugins integration

Graphic Designing (canva)

- Posts
- Covers
- Animated social media posts
- social Media Banners
- Logos
- website banners