

MD. Ashraful Alam

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Advanced SEO Specialist with proven ability to increase organic traffic and website growth through On-page, Off-page, and Technical SEO strategies. Highly professional with 3 years of experience and proficient in various SEO tools and techniques.

OBJECTIVE

To utilize my skills in On-page, Off-page, and Technical SEO to increase website traffic and improve search engine rankings for the company. I aim to stay up-to-date with the latest trends and techniques in SEO to deliver measurable results and make a positive impact on the company's online presence.

EXPERIENCE

Shuvo- IT - SEO Specialist

March - 2024 - Present

- Develop and execute SEO strategies to enhance organic traffic and search rankings.
- Work with teams to optimize website content for better search visibility.
- Perform keyword research to find high-impact opportunities.
- Apply on-page and off-page SEO techniques to boost online presence.
- Use Google Analytics and other tools to monitor and analyze site performance, offering data-driven improvement suggestions

Digital Marketing Solution Pvt. Ltd - SEO Executive

Jan - 2023 - Jan-2024

- Secure quality backlinks to improve website ranking.
- Conduct outreach to websites for backlink opportunities.
- Build relationships with bloggers and influencers for backlinks.
- Track and report on backlink performance and impact.
- Ensure backlinks follow SEO best practices

InNeed Cloud Pvt. Ltd (Software Company) - junior SEO Executive

June 2022 - Dec-2022

- Collaborated with senior team members to implement and support SEO strategies
- Assisted in optimizing website content, ensuring alignment with SEO best practices.
- Conducted keyword research to identify high-impact opportunities and trends in the industry
- Implemented on-page SEO techniques
- Supported off-page SEO efforts
- Monitored website performance

Training

I have taken an Advanced SEO course from Eshikhon.

I have taken Free Course from YouTube (Hridoy Chowdhury & Khalid Farhan)

EDUCATION

BBA [Finance and Banking]

walnewaz khan college [Kishoreganj]

passing year: 2020, C.GPA: 3.10

HSC [Commerce]

Abdur Rahman Degree college [Khandi para]

passing year: 2016, GPA: 3.67

SSC [Science]

Bashia High School [Gafargan]

passing year: 2014, GPA: 4.19

SKILLS

- Keyword Research, Title Tag, Meta Description, Heading Tags,
- URL Structure, Image, Content, Site Speed Optimization,
- Schema Markup, XML Sitemaps, Internal Linking, User Experience
- Analytics and Tracking, SEO Auditing.
- Website Crawlability, Robots.txt, Website Speed, Mobile-Friendly,
- 404 Error, Technical SEO Auditing, URL Canonicalization,
- Website Analytics and Reporting.
- Link Building, Social Media Marketing, Influencer Outreach,
- Social Bookmarking, Local SEO and Listings, Broken Link Building,
- Guest post blogging, Online PR and Press Releases,
- Web Directory Submission, Profile Backlinks, Blog Comment Backlinks,
- Forum Backlinks, Citation Backlinks.
- Content creation, Google Analytics, Google Search Console, Competitor analysis,
- Website speed optimization, Shopify SEO and Wix SEO, Microsoft office
- HTML, CSS, Wordpress & Shopify Customize

PROJECTS

<https://bidallhours.com/> — Organic Traffic Growth

- Conducted keyword research and analysis.
- Created a content plan and performed on-page SEO.
- Conducted competitor analysis and performed off-page SEO.
- Secured guest post backlinks and implemented local SEO strategies.
- Optimized website speed and technical SEO.

<https://outsourcingtrainingbd.com/> - SEO Optimization

- Researched keywords extensively to find valuable search terms.
- Created a content plan and made on-page SEO improvements to effectively target chosen keywords.
- Analyzed competitors to find areas for off-page SEO enhancements.
- Implemented a planned approach to acquire quality backlinks and boost the website's authority.
- Fixed technical SEO problems and sped up the website for a better user experience and improved search engine performance.

<https://mltcosmetics.com/> -Complete SEO Services(Shopify)

- Keyword Research.
- Product Content write and publish
- On-page optimization
- Technical Problem Solve
- Competitor Analysis
- Off-page SEO Services

