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Summary

As an SEO specialist, I have extensive experience in optimizing websites and digital content to increase online visibility and drive organic traffic. My work involves performing keyword research, analyzing user behavior and search engine algorithms, and developing comprehensive on-page and off-page optimization strategies. I am skilled in implementing technical SEO tactics such as metadata optimization, internal linking, as well as creating engaging and SEO-friendly content that resonates with target audiences. Throughout my career. Moreover, I am knowledgeable in WordPress site building tools as well as Wix, and I have consistently delivered measurable results, exceeding client expectations and driving growth for their businesses. I am passionate about staying up-to-date with the latest trends and developments in the SEO industry, and I am committed to continuously refining my skills to deliver exceptional results for any company I work with.

Experience



Search Engine Optimization Specialist

Archprint

Jan 2022 - Present (1 year 8 months)

Improved organic traffic in a span of 3 months

Boosted conversions by optimizing the user experience, improving the relevance of the content, and creating effective calls-to-actions

Achieved high search engine rankings for the website beyond what was expected by successfully ranking a website for highly competitive keywords

Generated high-quality leads by optimizing the website's content and user experience to target ArchPrint's target audience.

Made visually appealing and user-friendly websites that meet clients' needs and objectives.

Developed intuitive and efficient navigation systems that make it easy for users to find the information they need.

Designed responsive websites that adapt to different devices and screen sizes.

Incorporated appropriate color schemes, typography, and imagery that enhance the user experience.

Creating engaging and interactive user experiences through the use of animations, videos, and other multimedia elements.

Improved organic traffic in a span of 2 months

Boosted conversions by optimizing the user experience, improving the relevance of the content, and creating effective calls-to-actions

Achieved high search engine rankings for the website beyond what was expected by successfully ranking a website for highly competitive keywords

Generated high-quality leads by optimizing the website's content and user experience to target ArchPrint's target audience.



Search Engine Optimization Specialist

Smart Security

Jan 2020 - Apr 2022 (2 years 4 months)

Developed and executed effective SEO strategies to increase organic traffic and improved search engine rankings.

Conducted keyword research and analysis to identify target keywords and optimize content accordingly.

Monitored and analyzed website performance using various SEO tools and platforms to identify areas for improvement.

Implemented on-page SEO best practices, including meta tags, header tags, URL structure, and internal linking.

Stayed up to date with the latest SEO trends, algorithms, and best practices to adapt strategies accordingly.

Conducted regular site audits to identify technical SEO issues and provide recommendations for improvement.

Optimized website performance, including site speed, mobile responsiveness, and user experience, to enhance search rankings.

Monitored and analyzed competitor strategies and adjusted our SEO approach to maintain a competitive edge.

Leveraged data-driven insights to generate reports and measured the effectiveness of SEO efforts.

Collaborated with other marketing and web development teams to align SEO strategies with overall marketing goals.

Implemented and managed link-building strategies to improve domain authority and backlink profile.

Utilized various SEO tools such as Google Search Console, Google Analytics, Moz, SEMrush, and others to drive data-driven decisions.

Optimized local SEO strategies to improve visibility in local search results and boost foot traffic for physical locations.

Licenses & Certifications



Responsive Web Design - freeCodeCamp

<https://freecodecamp.org/certification/fcc65ec2937-8401-4445-b255-a0af57bd9719/r>



How to Create an Effective Marketing Strategy - Semrush

Issued May 2021 - Expires May 2024

286230



Advanced Google Analytics - Google Analytics for Business

Issued May 2021 - Expires May 2024



The Fundamentals of Digital Marketing - Google

6KK 6QG TAB



Knowing how to use Google my business - Google My Business

82333487



Digital Marketing Foundations - LinkedIn

AeXcJ7ywTOQUc7VHz5fTDIwwZKyK



Social Media Marketing Foundations - LinkedIn

Mustapha Rifai Sraj

AZ5epoBWobb6FZ6O9IBo1-blYUMu



SEO Foundations - LinkedIn

AbXG4M4IRtzqNu-bQ8OHfHL5_-EJ



Marketing on Facebook - LinkedIn

Adt9DdaGgolLMbkqrpAgo81pBxg8



Google Universal Analytics Essential Training 2020 - LinkedIn

AYnqcSzE9Rj3tel_XJyP9vSbqvj8



Google Ads Essential Training - LinkedIn



Content Marketing Foundations - LinkedIn



Social Media Marketing: Strategy and Optimization - LinkedIn



Marketing on Instagram - LinkedIn



Email and Newsletter Marketing Foundations - LinkedIn



Become a Digital Marketing Specialist - LinkedIn



Google Ads Search Certification - Google

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Skills

copy writing • css • WordPress • Wix Website Builder • HTML • Search Engine Optimization (SEO)
• SEO Copywriting • Google Analytics • Yoast SEO Plugin • Elementor