MUHAMMED ASHARAF PK

TECHNICAL CONTENT WRITER | EDITOR | AUTHOR | SEO/SEM STRATEGIST

04 YEARS' EXPERIENCE IN WEB CONTENT WRITING | GOOGLE/IAB EUROPE CERTIFICATION
EXPERTISE IN ENGLISH GRAMMAR, STRUCTURES AND USAGES | AMAZON KINDLE AUTHOR

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CAREER HISTORY & EXPERIENCE

Web Content Writer and Voice-Over Artist
Aarth Software Pvt. Ltd., Hyderabad, India: 11/2021 - 11/2022

- Worked offshore with Eccenca GmbH, the German partner of the company, on its Learning Management Services.
- Developed contents for the LMS on 'Eccenca Corporate Memory'- Eccenca's Knowledge Graph-based product.
- Created/edited presentations, white papers, blog posts and other social media contents as per SEO best practices.
- Worked with the digital marketing campaign analyst and devised content strategies based on keyword research.
- Worked in sync with the designing/marketing team on sales emails and on social media campaigns.
- Produced texts and voice-overs for YouTube scripts/ monologues and training modules.
- Rendered English language training to staff members.

Creative Content Writer and Blogger
Freelance: 07/2019 - 11/2021

- Created product details/specifications for e-commerce sellers on Amazon.in as per Amazon's policies & SEO/SEM strategies.
- Wrote white papers/blog posts for various companies on a myriad of topics ranging from tourism literature to consumer goods.

Content Writer and Editor
InterTech LLC, I.T. Solutions, Muscat, Oman: 11/2018 - 07/2019

- Supported the designing and marketing teams of Trifoil Advertising & Publishing SAOC (a sister concern of Intertech LLC) with social media texts and also with creative contents for its clients.
- Wrote/edited all communication contents, including official mails, as per company policies and marketing standards.

English Teacher and Material Writer
Little Flower High School, Hyd., India: 2008 - 2015 & 2017 - 2018

Founder, English Lecturer and Material Writer
Keralites' School of English & Handwriting, Hyd.: 2003 - 2018

English Lecturer
Various degree and P.G. colleges, Kerala, India: 1997- 2003

PROFESSIONAL SKILLS & TOOL SETS

- Text/script/monologue writing & voice-over
- SEO/SEM strategy development
- Teaching English language and literature
- MS Office Publisher, Word & PowerPoint
- Atlassian Confluence & Jira
- WordPress | Google Docs

BOOKS PUBLISHED

The Pangs of Regret poems published on amazonkindle
Turn Your Mirrors into Windows life tips for adolescents
Art of Handwriting series of self-study books for students

ACADEMIC ACHIEVEMENTS

- **Google / IAB Europe Certification** in the Fundamentals of Digital Marketing
- **M.A. in English Language and Literature** first class, from Osmania University, Hyd., India.
- **P.G. Diploma in English Language Teaching** first class, from Osmania University, Hyd., India.
- **B.Ed. in the Pedagogy of English** first class, from Osmania University, Hyd., India.
- **B.A. in English Language and Literature** from University of Calicut, Kerala, India.
- **Pre-Degree (Intermediate)** from University of Calicut, Kerala, India.
- **Matriculation**

AMATEUR SKILLS & INTERESTS

- Graphic designing & audio/video editing
- Photography, music, sports and games
- Graphology, calligraphy & painting
- Bird-watching, wild life and conservation
- Artificial Intelligence and Machine Learning

Google Digital Unlocked

Muhammed Asharaf P K

is hereby awarded this certificate of achievement for the successful completion of **The Fundamentals of Digital Marketing** certification exam on **27/11/2022**

President – Google EMEA

iab europe ENDORSED

The Open University

Townsend Pamela Feehan

CEO – IAB Europe

Certificate ID: RJX 8F2 WKE

Verify the authenticity of this certificate at: https://learndigital.withgoogle.com/link/1tb5mplmosg

SAMPLE ARTICLE

Article-1

Why Is Web Content Important for SEO? What Would I Do to Achieve This?

This article is unpublished.

What Is Search Engine Optimization (SEO)?

Every brand seeks higher website visibility as it directly brings in more business. The science of enhancing a website to make it more visible when people search for goods or services is known as search engine optimization (SEO). The chances of a brand to attract business increase with the search engine presence of its website. The positioning of a website on search engine results pages (SERPs), also known as its ranking, is a typical metric for determining website visibility. And since the first page is where users are most likely to pay attention, businesses constantly compete for it.

For instance, Google's SERPs often have advertisements at the top of it. Businesses are more than ready to pay for these positions to guarantee their appearance on the top page. Regular search listings, often known as organic search results by marketers and search engines, appear after advertisements. The goal of the SEO procedure is to improve a company's organic search rankings and increase organic search traffic to the website. This makes it possible for data marketers to discern between traffic from organic search and traffic from other channels, such as sponsored search, social media, referrals and direct.

Since visitors actively look for a particular topic, product or service for which a site might rank; organic search traffic is typically higher-quality traffic. If a user reaches that website via a search engine, it might yield better brand engagement.

How Does SEO Work?

While it is possible to increase results, it is almost impossible to completely control search algorithms. Businesses frequently seek the quickest route to optimal outcomes with the least amount of effort, but SEO calls for a significant amount of effort and time. There is no SEO approach where changes can be made once and for ever. Long-term SEO projects require daily work and ongoing activity.

All search engines use bots to look up web pages. These bots download and store the data in a collection called an ‘index’. The index is similar to a library. When someone searches for something in this index, the search engine serves as the librarian. Users are shown content that is connected to what they are looking for by the search engine, which extracts and displays pertinent information from the search query. To decide which pages should appear in what order on the SERP, search engine algorithms examine the webpages in the index.

Why Is Web Content Important for SEO?

There is no alternative for outstanding content; this is especially true when engaging in SEO marketing. Quality, authoritative content is the main factor affecting search engine rankings. The more visitors a website receives, the more authoritative and relevant it becomes because of the quality material we generate with our target audience in mind. Through our web writing abilities, we should establish ourselves as subject matter experts.

Keywords

Each authoritative content page on our website has a specific keyword phrase that we should identify and target. Consider how our reader might use terms like 'how to automate my paper manufacturing unit' to find that page.

How to write a description for my YouTube video?
Tips for painting interiors of a new house
How to apply for a US student visa?
How to set ISO on my Sony mirrorless camera?

Multiple Keyword Phrases

A website will have a very difficult time ranking for many keyword phrases unless those keywords are substantially similar to one another. Both 'English teaching jobs' and 'English Teaching careers' may be ranked on the same page. We must create a distinct webpage for each keyword phrase we are targeting if we want our website to rank for several keyword phrases.

Placing Keywords

Once we have decided on our keyword phrase for a particular page, think about these issues:

1. Is it possible to utilise a keyword phrase in full or in part in the page URL (by employing keywords in folders)?

2. Can we use the keyword phrase in full or in part in the page title?

3. Can we use the keyword phrase in full or in part as page headings and subheadings?

If we check these boxes, our search engine rating will increase considerably. However, we should be friendly and natural. For instance, we don't want the term 'process automation' repeated in the page title or any of the headings, or the word 'augmentation' to appear three or more times in the URL. **Search engine optimization is only second to readability and usability.**

Content

Content has the most impact on search engine rankings over the page's URL, title and headers. The opening and closing paragraphs should contain our keyword phrase once or twice each, and the remaining paragraphs should contain it two to four additional times. We should be in command. Link strategically to extra resources and information, both on the main website of our company and on other helpful websites.

We should remember to highlight these keyword phrases with bold, italics, header tags (particularly an H1), and other emphasis elements, but should not go overboard. However, we should still retain our writing to appear natural. **We should never compromise our writing quality for SEO. The finest pages are those that are written for people, not for search engines.**

Regular Update of Contents

One of the best ways to gauge the relevance of a site is to check how frequently its contents are updated. We must evaluate, review and update our web contents on a regular basis.

Blogging

We can use our blog to improve our search engine rankings if its contents are keyword-rich. Even shorter updates about the specific subjects we aim at can be used as blog posts. Interlinking relevant CMS webpages and blog posts will help the reader understand the subject matter better as it can provide them with further details.

Keep the Site Link-Worthy

When a website has authoritative, unbiased and rich contents, it tends to attract links from other websites helping users to learn more about what they are interested in. This boosts our search engine optimization.

By including pertinent links within the content, we can increase our authority and trustworthiness. Writing the name of the location in place of 'click here' links yields more value. 'Click here' has no additional search engine value beyond the connected URL. If we use descriptive links, whenever possible, to connect keywords; it can help our website's SEO and can benefit all readers, including those with impairments.

Use Alt Tags

Use alt tags or alternative text descriptions to provide our image and video media a description. They are essential, especially for people who use text-only browsers or screen readers, as they enable search engines to find our page.

SEO + Good Content = Higher Traffic/Better Business

There are numerous aspects to search engine optimization. Paying close attention to our audience is frequently necessary while implementing SEO best practises or strategies. We are specifically producing content to engage them. These are the individuals that ultimately purchase our goods or services. Being the best possible requires doing everything correctly, which is quite difficult. Being superior to the opposition is what we can ideally concentrate on.

(1187 words)

MONOLOGUES/SCRIPTS

Script-1

Script for Voice-Over/Knowledge Graphs in Action/Part 2/YouTube:

Published on YouTube: https://www.youtube.com/watch?v=icJ_qf6Bnow

Companies are built on knowledge.

Meet Jennifer! Jennifer sits on the board of a large financial services company.

She isn't happy with the quarterly reports. The new offerings, which took six months and thousands of people to develop, have failed to gain traction. Customers are leaving.

Jennifer doesn't understand how a bank like hers fails to deliver the right offers, even though they have a myriad of data and the best analysts.

Jennifer talks to her Head of Customer Retention and to the Head of Product Management.

They explain that they cannot leverage the multitude of data as it is siloed.

What's worse, some of their best analysts have just left the company. And the new team is struggling to understand the data they had worked with.

Wouldn't it be great if you could unbundle and re-bundle the data on demand and the expert knowledge wouldn't leave the company along with the expert?

eccenca Corporate Memory enables you to link and integrate data from a myriad of sources.

Moreover, it allows you to capture your expert's knowledge and link it directly to the data to create a shared understanding.

This makes it easy to unbundle data from the multiple silos, re-bundle it on demand and to understand your customers' individual preferences in detail.

You can develop the best value offers your customers and prospects are looking for- automated just in time and successful!

Because your company's data constantly creates actionable insights that are traceable, proven and built on knowledge.

And even if your experts leave, their knowledge remains in your company, in context and ready for use- no matter where you work!

Infuse your data with knowledge! Visit us at eccenca.com!

Watch it here! > https://www.youtube.com/watch?v=icJ_qf6Bnow

Script-2

Script for Voice-Over/Brox/ Part 2

Do decision-making processes in your organization give you a hard time? Do you struggle with the information base from which extracting precisely what you need at the moment demands the intervention of expert knowledge? Are you forced to squander your resources trying to locate and pick the piece of information you need from a pile of disparate data- that too stored in a variety of formats at different places?

It is high time you availed yourself of the benefits of our Knowledge Graph solutions!

We are here to support you gather all your relevant data in one single place in the form of a Knowledge Graph. We can also help you implement user-friendly applications that allow even non-technical employees to access the piece of knowledge they require via the Knowledge Graph.

Further, we can enrich your existing databases with sufficient amount of relevant information by integrating data carefully sourced from the web or from specialized databases. This will make your decisions always right as they are based on complete, accurate data. Thus, your processes will get faster, more efficient and successful making your business super-profitable.

Now, are you worried that you cannot assess different KG vendors as you have never implemented a KG product in the past? Most KG vendors necessitate the inclusion of tool vendors for implementation and assessment of a KG project. Worse, they often do not work on a business case that generates the right business value.

This is where we are way too different! We know all the potential hurdles and how to overcome them.
We are vendor-independent and know what tools available in the market best suit the purpose. As we are pretty familiar with real-time business cases, we can generate the highest possible business value for you.

Over the past few years, we have implemented several large KG projects. And when you do something continuously for years, you get pretty good at it, don't you?

Get in touch with us right now and receive 2 hours of free, non-binding advice.

Brox, where your success is the mission!

Script-3

Skills Gap Video Series

Part-1

What is skills gap?

Have you ever thought about skills gap in organizations? What is that? Skills gap is the gap between the sets of skills an organization needs and what it possesses. Post globalization, organizations are facing a widening skills gap that poses a threat to their sustainability. They need growth to meet objectives like shareholder value and client satisfaction. But skills gap is holding them back even from maintaining their current output standards—let alone targeting higher standards.

There are many reasons behind skills gap.

1. **Inadequate manpower:** High quality employees are hard and increasingly costly to find.
2. **Lack of competence:** New hires often lack the fundamental skills to make quick and appropriate business decisions. Mistakes get made and pressure rises, making them feel uncomfortable.
3. **Lack of efficacy:** Even if enough new employees are found, it is literally impossible to keep up with it by scaling the human workforce as the volume, variety and complexity of data keep growing for ever.
4. **Tacit expert knowledge:** Even if some experts within the company possess the right skills, not all employees may have access to it and are thus unable to use it.
5. **Retirement of experts:** When experienced employees retire, they take the knowledge and expertise they gained over the years of their service home along with them. Those left behind can't avail that expert knowledge when faced with a difficult situation.
6. **Inaccessibility of relevant data:** Today employees are struggling with the problem of access to or knowledge of additional information pertinent to a decision or a process. This is due to lacking provision of access rights to systems, hard drives or files that are stored elsewhere.

How do organizations try to fill the skills gap?

Organizations try to tackle the problems of skills gap either by upskilling their existing workforce, or by increasing the headcount and then investing in training. However, it is a struggle for companies due to cost and efficacy constraints.

In short, every company is struggling with skills gap in one way or the other. Is there a solution?
Yes, there is- process automation and augmentation can effectively alleviate the problem!

To learn how, Join us in the next video!

BOOKS PUBLISHED

https://amzn.eu/d/2OY6l5u

Website Description

This booklet is intended to be a handrail for adolescent children, especially students, and their parents stuck at the face of emotional turbulence and the inevitable problems that follow. It is not a one-stop fix for any problems neither it details anything in the line of a plan. It, on the other hand, only informs. The attempt is to inform, educate and motivate them to stay fearless and upright and become successful in their chosen spheres of life without compromising on values. Young folks, especially, the ones scared of examinations and baffled at the thought of academic success, and general public who want to motivate themselves to be successful in their lives will surely find this booklet immensely useful. The book can be read at a single stretch in about 40 minutes and can then be kept safe for future reference. (THE PACK CONTAINS 3 COPIES OF THE BOOKLET)

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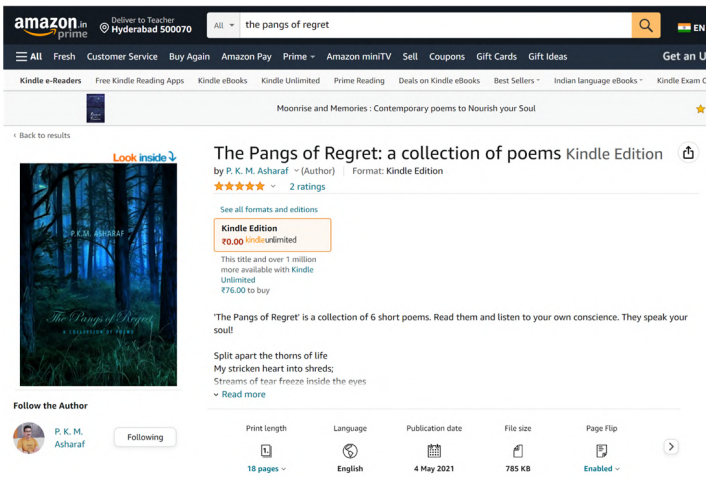
https://amzn.eu/d/ckTVX5f



Website Description

'The Pangs of Regret' is a collection of 6 short poems.
Read them and listen to your own conscience. They speak your soul!

Split apart the thorns of life
My stricken heart into shreds;
Streams of tear freeze inside the eyes
How hard you miss! (from 'Love Lost')

Parched, pebbled, sandy rift
Dead of thirst, regains life
Once a while when conceived
Of the murky tears the mountains shed
Of someone's joy and the other's grief… from 'CBD, Muscat')

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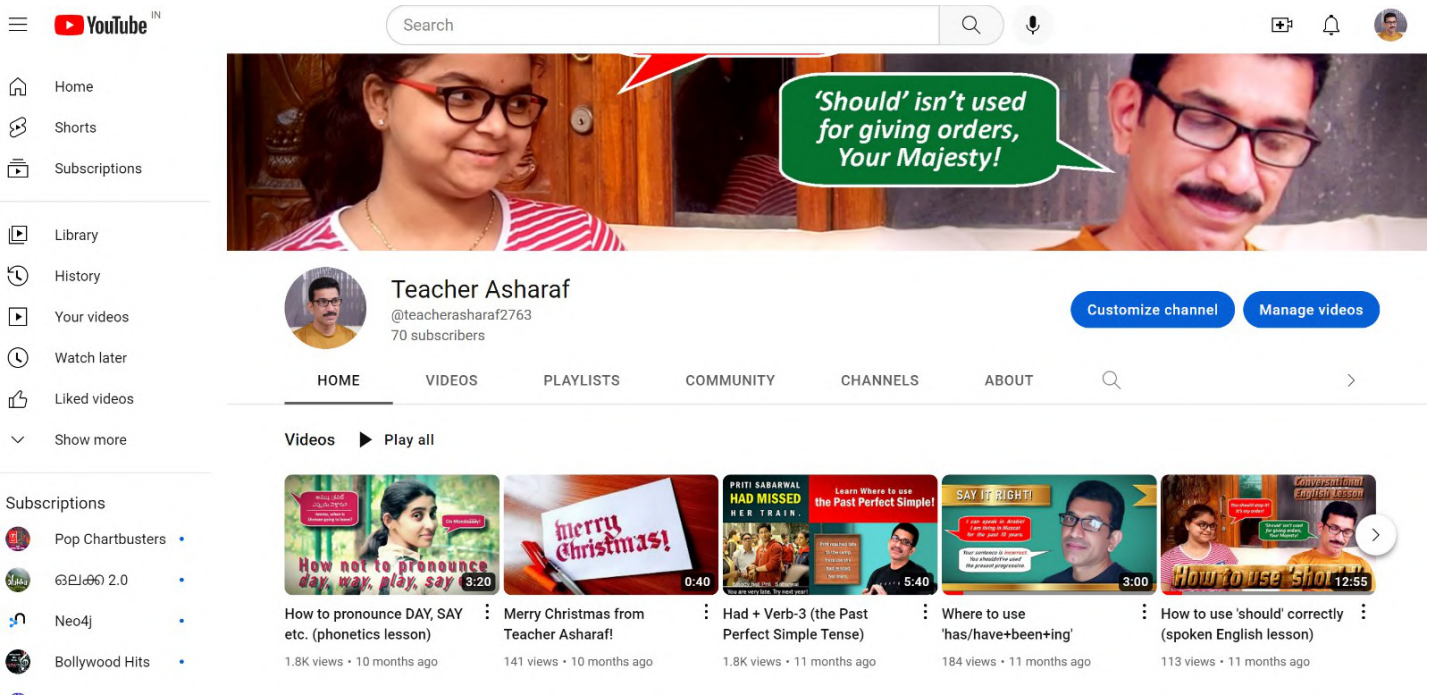
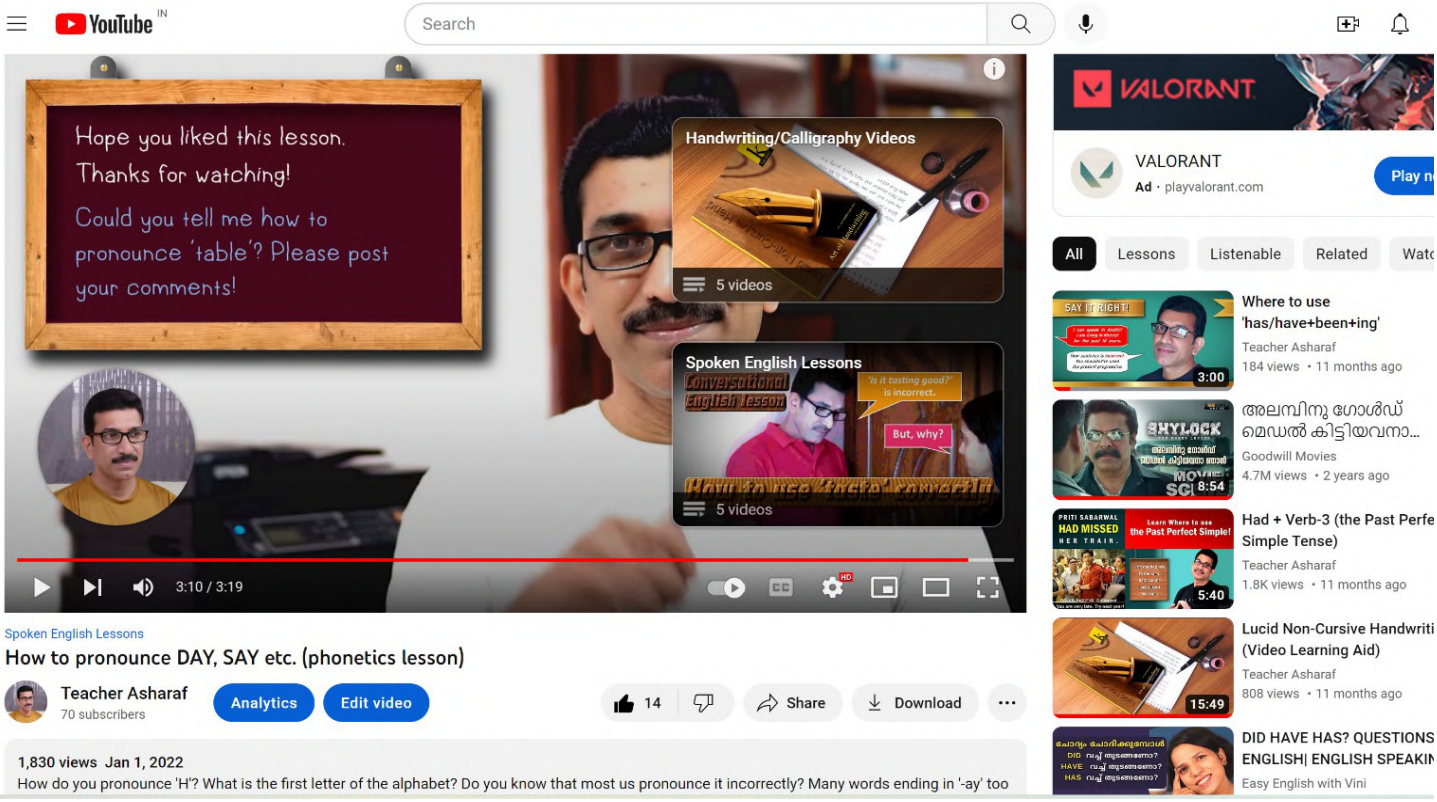
https://amzn.eu/d/8S8nJMu

Website Description

'Art of Handwriting' (lucid/non-cursive hand) is a self-study course in non-cursive handwriting. It provides the learner with a fresh, easy-to-follow method to develop an extremely legible and aesthetically appealing handwriting style. The book is drawing-based, illustrated, well-guided and systematic with handwritten font and hence suits the young and the old alike. Children with optimum receptive skills can use the book on their own while kids of 5-10 years might need adult guidance. Designed on the basis of the key principles of graphology, the book has fresh and genuine contents with no comparison with any other book/material published till date. If need be, learners are welcome to contact the author.

YOUTUBE CHANNEL

https://www.youtube.com/channel/UCquOqvIGbFfG-wEBXD8q97g