

HAIDER ALI

SEO EXECUTIVE



PROFILE INFO

A Self-driven, competitive, and dynamic individual known for achieving results beyond expectations. Multi-skilled, creative, hard-working, enthusiastic, goal-oriented, disciplined, and able to work in a team-oriented environment. I have 2+ Year of Experience in Internet Marketing, Search Engine Optimization (SEO). I have expertise in On-Page, Off-Page, Technical SEO, On-Page Audit, Competitive Audit, Content Optimization, Keywords Research, Guest Post Outreach, Yoast SEO, and Local SEO.



WORK EXPERIENCE



SEO Expert

MUGSHEI Packaging Private Limited

Lahore, Pakistan

Auditing existing websites, On-Page Audit, Off-Page Audit, Technical Audit, Content Audit
Competitive research, Keywords Competitive Research, Backlinks Competitive Research, Content Competitive Research
Keyword research and Mapping, keywords stuffing, Keyword Cannibalization, Competitive Research by Keywords, Keywords Consistency.
Content Mapping and Content Optimization
On-page Optimization, URL Optimization, Meta Title & Description, H1, H2, and many more factors of On-Page.
Link building, Guest Post Outreach, Monitoring and evaluating results and building reports on those results



SEO Intern

Eyes On Solution Lahore, Pakistan

Auditing existing websites

Competitive research and benchmarking

Keyword research and mapping

Content writing and optimization, On-page Auditing



TOOLS & TECHNOLOGIES

AHREF, Moz Pro, Screaming Frog, SEMrush, UberSuggest, Jasper.ai, Canva Pro, Google Search Console, Google Tag Manager, Google Analytics, Google Keyword Planner



WHAT I HAVE

2+ Year of relevant experience in the marketing industry Exceptional Organizational Skills Experience in Google Analytics, Google Search Console, Google Keyword Planner, and Google Tag Manager. Experience in SEO tools such as SEMrush, Ahrefs, Moz, Screaming Frog, Uber Suggest, and Majestic



Hard Skill

Internet Marketing Search Engine Optimization (SEO)
On-Page Optimization,
On-Page Audit,
Technical Audit
Social Media Marketing (SMM)
Off-Page Audit,
Competitive Analysis,
Technical Issues
Social Media Optimization (SMO)
Content Optimization,
Keywords Research, Outreach
Link Building, Social Sharing
, Article Submission
Google Search Console,
Google Analytics,
Google Tag Manager
Organic Traffic Growth

LANGUAGE

- English
- Urdu