

AWAIS NAEEM

Contact: awaisbzu333@gmail.com
+92-300-9140830

Introduction

Having more than two year of experience with the goal of increasing websites organic visibility. Conducted searches such as evaluating competitor websites to incorporate best practices and create a marketing strategy to ensure optimal results. Coordinating with different countries to fulfil their local SEO requirements.

EXPERIENCE

SEO Intern

- May 2021 to July 2021 SEO Intern in UA Technologiez

SEO Executive

- SEO Executive July 2021 to May 2023 in NCC Software House

Education

Masters in Accounting & Finance | BZU Multan

Skills

- Google Analytics
- Keywords Optimization
- SEO Tools (SEMrush)
- Indexing Backlinks
- Content Creation
- Research and Analysis
- Google Search Console
- Sites Audit

Skills & Abilities

SEARCH ENGINE OPTIMIZATION
LOCAL

- **Google My Business**
GMB profile creation
GMB profile setup

GMB postings

OFF PAGE

- **Create Back links via;**

Article marketing, Guest blogging and Blog marketing, Blog commenting, Forum signatures, Bookmarking, Social signals, Cross linking, Classified Ads, Web 2.0, Business listing

- **LINK BUILDING**

The most important skill in SEO is Link building. Applying links in blogposts, Articles and Forum answers are the most popular tricks to rank page or a post

- **COMPETITOR ANALYSIS**

Use the strategy of competitor website ranking techniques if they are working on high ranked keywords.

ON PAGE

Title, Optimized, Meta Tags, Image Optimization, Content Quality.

- **CONTENT MARKETING**

Sharing information for free is the essence of content marketing. Writing content is the main key aspect of Search Engine Optimization, because Google reads text, index text and ranks it.

- **WEB ANALYTICS**

Analyses the performance of any website;

Number of Visits, Average Number of Page Visits, Average Time on Site, Bounce Rate, Keywords.

- **COMMUNICATION**

I am very good team player and possess excellent leadership qualities. I am innovative, self-motivated, and hard-working by nature. I believe that I would be an asset to your organization by providing you my skills and abilities

EXPERIENCE

- Getting Client Site high on Search Engine Result.
- Advance keyword research using keyword planner & other keyword analysis tools.
- Launch SEO and Social Media marketing campaigns.
- 2 Year of Practical Experience. (SEO)
- Performing highly detailed website audit to ensure the site is properly developed to maximize search engine visibility.
- Implementing online search strategies.
- Strategy Update and Report.
- Develop On-Site content, meta-description, page titles in support of SEO.
- Producing regular audits and writing up detailed monthly performance and progress reports for clients.
- Writing articles for customers and posting them on relevant blogs, forums and websites.
- Mentoring Junior Staff.

SEO Specialties

- Advance keyword research using keyword planner and other keyword analysis tools.
- Carrying out competitor research and organizing research and surveys
- Internal linking and quality external link building.
- Implementing online search strategies.
- Analyzing search results.

PERFORMING TASKS

Guest Posting, Social Bookmarking, Forum Posting, Infography, Image Sharing, Blog Commenting, Slide sharing, PDF Submission, Profile Creation, Article Submission, Classified ads, Competitor Analysis, Q/A, Keyword Researching etc.

PROJECTS

- Yourboxsolution.com
- Refinepackaging.com
- Metaxbody.com
- Ctplahore.com
- Materialz1.com

REFERENCES

Reference will be provided if required.