

**Highly analytical professional with experience employing industry best practices for steering search engine optimization projects from inception to completion.**

Results-driven and meticulous SEO Specialist with extensive experience in performing keyword Research, On-Page SEO, Off-Page SEO, Technical SEO, and increasing the website ranking. Conducted searches such as evaluating competitor websites to incorporate best practices and create a marketing strategy to ensure optimal results. Improved organic search results by increasing the search engine results page.

## **Areas of Expertise**

- Develop and execute successful SEO strategies
- Review technical SEO issues and recommend fixes
- Collect data and report on traffic, rankings, and other SEO aspects.  
SEMrush
- Manage a team of SEO Specialists
- Optimize website content, landing pages
- Keep abreast of SEO and integrated marketing trends
- Google Analytics
- Link Building
- Guest Posting
- Team Work
- Conduct keyword research to guide content teams
- Off-Page Optimization (e.g. link-building)
- Keyword Planner
- Google Tag Manager
- Google Search Console

## **Career Experience**

### **SS-Web Solution, Lahore, Pakistan**

**September 2020 – March 2021**

#### **Internship & Junior SEO Expert**

**Technologies:** On-Page SEO, Off-Page SEO, Keyword Planner, Keyword Everywhere

#### **Projects:**

Family Case Lawyer, Lawyer in Lahore and Advocate in Lahore

#### **Roles and Responsibilities:**

- To create backlinks on a daily basis.
- Optimized the On-Page SEO Including Page Title, Meta Keywords, Meta Description, Url Structure, Images Alt Tags & Content Optimizing.
- Keyword Research.

### **Dezial, Lahore, Pakistan**

**March 2021 – Present**

#### **Senior SEO Expert**

**Technologies:** On-Page SEO, Off-Page SEO, Technical SEO, Keyword Planner, Keyword Everywhere, SEMrush, Google Analytics, Google Tag Manager, Google Search Console etc.

#### **Projects:**

Dezial.com, Recovapro.ae, Recovapro.pk, shopaholic.com.pk, fischerpk.com, houseofcharizma.com, talenthue.com, mseas.com

#### **Roles and Responsibilities:**

- Competitor Analysis
- Keyword Research

- Optimized the On-Page SEO Including Page Title, Meta Keywords, Meta Description, Url Structure, Images Alt Tags & Content Optimizing.
- Technical SEO
- Off-Page SEO (Backlinks)
- Guest Posting

## **Education**

**B.S. Software Engineering**, University of Lahore, 2020