

Haroon Malik

SEO TEAM LEAD

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in @haroon-qamar-malik

Education

From October 2013 to March 2018 **BS Computer Science**
Virtual University Of Pakistan Sialkot, Punjab

Certifications

1. SEO (Search Engine Optimization), [Digiskills](#), Jan 2021
Credential ID | VCBGFN3PQ
2. The Fundamentals of Digital Marketing, [Google](#), June 2021
Credential ID | 65D JDQ 2KZ
3. Google Analytics for Beginners, [Google Analytics](#), Sept 2021

Work Experience

- Since January 2022 **SEO Team Lead**
Carpe Diem UK LTD Karachi, Pakistan
- Client Communication
 - Google Webmaster Tools
 - SEO Audits
 - Keyword Research
 - On-Page Optimization
 - Content Marketing
- From February 2021 to December 2021 **SEO SMM Expert**
Internet Development Company - IDC Sialkot
- All Work For Amazon Products:
- Keyword Research
 - E-Commerce
 - Competitor Analysis
 - Off-Page SEO
- From November 2020 to January 2021 **SEO Expert**
TechnoSofts Sialkot
- On-Page Optimization
 - Off-Page SEO
 - Technical Audit
- From September 2019 to October 2020 **SEO Expert**
Nexus Hybrids Sialkot
- Keyword Research
 - Content Optimization
 - Link Building

Client Review

- [US Client](#)

Skills

On-Page SEO

- Internal Linking Analysis
- Content Analysis
- Content Optimization
- Keywords Research [SERP Analysis]

Off-Page SEO

- Content Marketing
- Outreach
- Link Building

Technical SEO Audit

- Site Redirect & SSL Check
- Google Site Speed
- Check Mobile Friendly
- Keyword Cannibalization
- Dynamic URL Check
- Check Images Alt Tag
- Check Canonical Tag
- Check Sitemap
- Robots.txt (Optimize Crawling Budget)

Analytics Tools

- Ahrefs
- SEMrush
- Screaming Frog
- Google Search Console

Previous Projects

- [Technical SEO](#)
- [33,000 Volume KW Ranked](#)
- [Content Marketing](#)