



# ZEESHAN ASAD

**SEO SPECIALIST**



## Contact



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## Certification

### Semrush Site Audit

July 2022 — Present Semrush Academy

### SEO Fundamentals

Sept.2021 — Present Semrush Academy

### Google Analytics Individual Qualification

Mar.2022 — Present Google



## Skills

### Problem Solving



### SEO



## About Me

A creative and collaborative digital marketing consultant with over 05 years of experience. Expert in driving growth and raising brand awareness through customer-centric campaign strategies, specialize in cross-channel marketing, digital communication, and social media management



## Education

### Masters in Computer Sciences

2012 - 2014

*Islamia University*

### BCS in Computer Sciences

2010 - 2012

*Islamia University*



## Work Experience

### LinkGraph.io | Digital Marketing Agency | US 2021- 2022

#### SEO Specialist | SEO Technical Auditor

- Collaborate with other development teams.
- Perform content audits, such as website keyword analysis, keyword mapping, keyword loss analysis, etc.
- Perform forensic audits, which will correlate the website traffic and keywords to current and future Google updates. The results will show what is preventing the website from ranking higher.
- Perform website technical audits to improve the website speed, upload, and mobile friendliness
- Identify the relevant website keywords to help the website traffic grow
- Find all website aspects that can be improved for a higher ranking
- Develop and implement Schema markup
- Develop and implement link building/link earning SEO strategies
- Analyze competitive websites and their SEO strategies
- Verify the daily performance of relevant SEO metrics
- Generate and write web page reports and SEO guidelines for the clients.



## Skills

E-Commerce SEO



On-Page SEO Optimization



Off-Page SEO Optimization



Technical SEO



SEO Strategy



Google Search Console



Google Analytics



HTML & CSS



Wordpress



Ahref



Semrush



Screaming Frog



Creativity



Ability to Multitask



Effective Time Management



Ability to work in a Team



**Rubix.com | Digital Marketing Agency | US  
2021- 2022**

**SEO Specialist | Senior Keyword Researcher**

- Perform site audits, such as website keyword analysis, keyword mapping, and keyword loss analysis.
- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Find low-competitive longtail Keywords
- Perform ongoing keyword research and strategy change in order to boost rankings
- Communication with clients & account managers on strategy/project development, timelines, and results on a weekly basis

**Speedlancer.com | US  
2019-2021**

**SEO Consultant & Researcher**

- Develop optimization strategies that increase the rankings of over 8 clients in my portfolio from various niches - retail, dentistry, fashion, educational services, and more
- Monitor daily performance metrics to understand SEO strategy performance
- Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords. Efficiently communicate with other marketing professionals to align goals
- Perform regular website audits to understand the issues involved in preventing websites to rank higher
- Plan link-building strategies that align business goals with SEO ranking goals
- Perform ongoing keyword research and strategy change in order to boost rankings
- Optimizing copy and landing pages for search engine optimization
- Research and implement search engine optimization recommendations