

Ibrahim Ghazanfar

Aspiring SEO Specialist with a foundational understanding of search engine optimization, keyword research, and digital analytics. Eager to contribute technical aptitude, analytical skills, and a passion for driving organic growth. Committed to mastering SEO tools and strategies to enhance website visibility and performance.

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EDUCATION

Usman Institute Of Technology University

Bachelor Of Technology In Computer Science

September 2024 - Present

SKILLS

- Detail-Oriented | Analytical Thinking | Self-Motivated Learner
- Collaboration | Time Management
- Keyword Research & Analysis | On-Page/Off-Page SEO
- Google Analytics | Google Search Console | SEMrush/Ahrefs (Basic)
- HTML/CSS Basics | WordPress/SEO Plugins (e.g., Yoast)
- Microsoft Excel (Data Sorting, Reporting)

PROJECTS

Website/Blog Optimization

- Researched 50+ keywords using Ubersuggest for a blog, improving organic traffic by 35%.
- Optimized meta titles, headers, and alt-text for 20+ pages, boosting crawl efficiency.

Local Business SEO Audit

- Analyzed a small business website using Screaming Frog, identifying 15+ technical SEO issues (e.g., broken links, slow load times).
- Recommended fixes that improved mobile-friendliness score by 15% on Google Page Speed Insights.

CERTIFICATE

- Google Analytics Certification | Google (InProgress)
- HubSpot SEO Certification | HubSpot Academy
- SEMrush SEO Fundamentals
- Moz SEO Essentials

ADDITIONAL

- Actively follow industry trends via [SEO Blogs/Podcasts, e.g., Moz, Search Engine Journal].
- Proficient in content optimization tools (Grammarly, Hemingway Editor).