



ABOUT ME:

I am a results-oriented SEO Specialist with a passion for driving organic traffic growth and optimizing digital presence. With a keen eye for detail and a strategic approach, I excel in analyzing data, implementing effective SEO strategies, and staying ahead of evolving search engine algorithms. My collaborative nature, strong communication skills, and dedication to staying abreast of industry trends make me a valuable asset for any team looking to enhance their online performance.

CONTACT

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Karachi

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SKILLS

- SEO Audit
- On-page SEO
- Off-page SEO
- Technical SEO
- Keyword Research
- Google Search Console
- Google Analytics
- Webmaster Tool
- Google Tag Manager

MUHAMMAD ANAS ANSARI

SEO Specialist

WORK EXPERIENCE:

Zyne Ventures – SEO Specialist

February 2024 – September 2024

- Implemented on-page and off-page SEO strategies, boosting website traffic and enhancing search engine rankings for diverse clients.
- Conducted thorough keyword research and analysis to optimize content targeting and improve organic visibility.
- Utilized Google Analytics, Google Search Console, SEMrush, and Ahrefs for performance tracking and campaign effectiveness assessment.
- Collaborated cross-functionally to integrate SEO best practices into website design, content creation, and user experience.
- Conducted regular SEO audits, resolving technical issues and optimizing website performance.
- Stayed updated on industry trends and algorithm changes to refine SEO tactics.
- Delivered comprehensive performance reports and actionable insights to clients, demonstrating ROI.

MMC Global – SEO Executive

September 2022 – February 2024

I worked on several projects and managing their On-page, off-page SEO and technical SEO.

MMC Global - SEO Intern

July 2022 - September 2022

EDUCATION:

Sir Syed University of Engineering & Technology

(2020-2024)

BS in Software Engineering

Govt. College Formen Nazimabad Karachi

2017-2019

I did my intermediate from the Board of Intermediate Education Karachi (BIEK)

SM Public Academy

2014 - 2017

I did my matriculation from the Board of Secondary Education Karachi (BSEK)

CERTIFICATIONS:

- Google Analytics beginner
- Ultimate SEO Blueprint
- Google Analytics for Beginners