

Imtiaz Mahmud

SEO Expert

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Profile

As a White Hat SEO expert with over 2 years of experience, I have a proven track record of delivering results for businesses of all sizes. I do everything so that a website ranks top and gets quality traffic. I always research and use the latest techniques recommended by Google to rank websites. I always try my best to fulfill targeted results. Highly skilled in Technical SEO, Keyword research, On-page optimization, GBP Optimization, Link building. I am dedicated to helping businesses grow through effective SEO strategies that drive traffic, leads, and revenue.

Skills

Expertise (SEO strategy and Planning, Keyword Research, On Page SEO, Off Page SEO, Technical SEO, Google Business Profile Optimization, Local Citation, HTML, CSS, JavaScript etc),

Tools (Ahrefs, SEMrush, Moz, Screaming Frog, Google Analytics, Google Search Console, Local Vikings, BrightLocal, Surfer SEO, Local Falcon, Google Tag Manager, Keyword Planner, SE Ranking, Serpstat, ChatGPT, Answer The Public)

Professional Experience

SEO Specialist

Adecor

06.2023 – present

Alberta, Canada

- SEO Strategy and Planning.
- Rank on Local Pack and Google Maps.
- On Page SEO and Fix Technical Issues.
- In depth Competitor Analysis.
- Programmatic SEO for vast number of Pages.
- Implement Link Building Strategy & Local Citation.

SEO Expert

Instant Pickup

05.2023 – 08.2023

London, UK

- Google Analytics and Tag Manager Custom Report
- Programmatic SEO Strategy.
- Competitor Analysis and Keyword Research.
- SEO Strategy & Planning.
- On Page SEO & Technical SEO.
- Content Marketing Strategy.
- Link Building Strategy & Local Citation.

Projects

Keyword Research

- First, Identify clients persona
- Find Topics that my clients Interested In & Care about
- Drill down into finding a primary local keyword to target
- Assess search intent and Look at keyword search volume & Keyword Difficulty
- Finally, I create and analyze Google Sheet to deliver my Keyword Research

Technical SEO

- Set Up Google Search Console and Google Analytics
- Make sure site is crawlable & indexable
- Make sure using HTTPs
- Make sure site is mobile-friendly & loads fast
- Fix broken pages
- Fix duplicate content issues

On page SEO and Content SEO

- Use a short, descriptive URL
- Write a compelling title tag, meta description
- Link to relevant resources and add Internal Link
- Optimize your images
- Add local schema markup for rich snippets

GBP Optimization

- Claim & Verify Google Business Profile.
- GBP Audit & competitor analysis.
- Add keyword rich Name and Description.
- Add Category and Special Attributes.
- Correct NAP Information.
- Post Image, Video & Content regularly.

Link building

- Analyze Local Competitor's Link Profile
- Reclaim lost links & Local Citation
- Pursue unlinked mentions
- Build Powerful Backlinks With Guest Posting
- Build Contextual Backlinks With Link Roundups
- Find New Link Building Opportunities

Education

BSc in Information and Communication Engineering

2017 - 2022

Noakhali Science and Technology University

Courses

A Complete Guide to Local SEO

BrightLocal

Wordpress Theme Customization Course

National Computer Training and Research Academy

Technical Support Fundamentals

Google

Languages

English (Fluent), **Bangla** (Native)