

# MOHAMED KHALED

## SEO SPECIALIST

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### SUMMARY

SEO Specialist with hands-on experience in technical SEO, backlink building, and keyword research. Skilled in using SEMRush, Google Search Console, and GA4 to perform audits, optimize websites, and drive measurable growth. Successfully improved organic visibility and increased traffic by 10–15% for service-based websites in competitive markets. Strong background in content optimization, link-building strategies, and performance reporting. Passionate about helping businesses achieve real, data-driven results through SEO.

### TECHNICAL SKILLS

- SEMRush
- Excel / Google Sheets
- Backlink building
- Google Search Console (GSC)
- WordPress
- On-page optimization
- Google Analytics 4 (GA4)
- Adobe Photoshop
- Keyword research

### PROFESSIONAL EXPERIENCE

#### SEO Specialist, Arqam Web – Egypt

Jan 2023 - Jul 2025

- Optimized on-page SEO (titles, meta descriptions, internal linking, content structure), increasing organic traffic by 10–15% for targeted service-based websites.
- Collaborated with the content team to ensure SEO best practices across blogs and landing pages.
- Created structured SEO performance reports in Excel/Google Sheets to track keyword growth, backlinks, and traffic trends.

#### Key Projects

- **Forsan Pools (Saudi-based business):**  
Published and optimized posts in WordPress, implemented targeted keywords from SEMrush, and built backlinks through content publishing, resulting in improved visibility in local search results.
- **Forsan Pest Control (Saudi-based business):**  
Managed on-page optimization by publishing keyword-rich posts, created backlinks, and supported domain authority growth, leading to higher rankings and more organic impressions.

### Education

#### Bachelor of Management Information systems

2024 - Present

Al-Haram institute

### ADDITIONAL INFORMATION

- **Languages:** English, Arabic.
- **Availability:** Open to full-time remote positions across global markets.