

Hamna Khalid

SEO SPECIALIST



CONTACT



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SUMMARY

I am an SEO expert and link builder with experience in improving the search engine rankings and visibility of websites. I am skilled at analyzing website traffic data and using it to inform my approach to SEO and link building. I am knowledgeable about a variety of link building techniques and strategies, and am able to identify and secure valuable links that can help drive traffic to my clients' websites.

PROFESSIONAL EXPERTISE



Link-building and Outreach Assistant

Web 20 Ranker (USA)

Jan 2020 – Jan 2022

Database Management of 300,000 Websites:

Proficiently sorted and organized an extensive database of over 300,000 websites using Google Sheets. Identified outreach and signal-building opportunities, streamlining campaigns, and enhancing overall SEO strategy.

Outreach Excellence:

Successfully executed outreach campaigns, establishing valuable partnerships and acquiring high-quality backlinks. Outreached approximately 20,000 sites, significantly contributing to clients' online presence and brand authority.

White Label SEO Expertise:

Proven ability to make strategic backlinks on competitors' sites for enhanced visibility and authority. Expert in white-label SEO services, including forum posting and link-building strategies. Consistently delivered outstanding results that drive clients' SEO performance.

SEO Tools Mastery:

Demonstrated proficiency in a wide range of SEO tools, enabling comprehensive analysis, optimization, and reporting for informed and effective decision-making.

**Citations Building:**

Implemented manual competitor citation-building techniques, enhancing website authority and trustworthiness. This resulted in improved search engine rankings and increased online visibility for clients.

Client-Focused PBN Reporting:

Delivered transparent and detailed reports to clients, showcasing the strategic utilization and impact of acquired PBNs on their website rankings and online visibility.

**Off-Page SEO****Self-Employed**

2021 – Present

- Successfully executed SEO strategies for Paintcatalogue.com, resulting in improved organic search rankings and increased website traffic.
- Developed and implemented backlink-building campaigns, securing high-quality, authoritative backlinks that enhanced the website's domain authority and search visibility.
- Conducted comprehensive keyword research and on-page optimization to optimize content for search engines, resulting in higher search engine rankings and improved user experience.
- Utilized Google Analytics and SEO tools to analyze website performance, track key metrics, and make data-driven decisions to continuously enhance the site's SEO.
- Collaborated with the web development team to integrate SEO best practices into the site's design and content strategy, resulting in improved overall website performance.
- Played a pivotal role in improving PaintCatalogue's online presence and visibility, contributing to increased brand recognition and online success.

SKILLS

- Database Management & Analysis
- Effective Outreach & Partnership Building
- White Label SEO Strategies
- SEO Tools Proficiency
- Strategic Citations Building
- Client-Focused Reporting
- Proven Backlink-Building Expertise
- Comprehensive SEO Analysis & Optimization