



# Muhammad Usman

Digital Marketing & SEO Specialist at I Nodes-

As an SEO Expert with 4 years of experience, My expertise includes conducting thorough keyword research, developing and implementing on-page and off-page SEO strategies, monitoring website analytics, and staying up-to-date with the latest SEO trends and algorithm updates. I am also highly skilled in using website analytics tools such as Google Analytics and SEMrush, Ahref, Search console.

## Contact Info

- 03022648551
- Usman.arain111@gmail.com
- <http://usman.arain111@gmail.com/>
- house # 23 street #8 ali hijvery umer colony band road Lahore house # 23 street #8 ali hijvery umer colony band road Lahore Lahore, Pakistan

## Strengths & Skills

- ✓ Advance SEO
- ✓ Technical SEO 404. 301. robot.txt
- ✓ Guest Posting
- ✓ Google Search Console
- ✓ Google Page Speed Insights
- ✓ Social Media Management
- ✓ Content Marketing
- ✓ Semrush
- ✓ Ahref
- ✓ Keyword Research
- ✓ Indexing. non Indexing
- ✓ Google Analytics
- ✓ Onpage seo
- ✓ White hat link building
- ✓ Search Engine Optimization (SEO)

## Academics

Title	Institute	Score	Date
Graduation	punjab university of Lahore, Lahore	60%	2015

## Experience 4 years

Company	Designation	Duration	
I NODES	SEO Expert	Nov 2023 - May 2024	6 months
Nextage Technologies	SEO Expert	Aug 2019 - Feb 2023	3.5 years

## Work History

I NODES	Nov 2023 - May 2024 (6 months)
---------	--------------------------------

SEO ExpertLahore, Pakistan

As an SEO Specialist at iNodes, I played a pivotal role in optimizing digital content to enhance search engine visibility and drive organic traffic. Leveraging my expertise in SEO strategies, I conducted comprehensive keyword research, optimized on-page elements, and implemented effective link-building campaigns to improve website rankings.

Nextage Technologies	Aug 2019 - Feb 2023 (3.5 years)
----------------------	---------------------------------

SEO ExpertLahore, Pakistan

- Conduct thorough keyword research and identify new opportunities for website optimization
- Technical Issues like 404, 301, robot.txt, indexing, non indexing,
- Develop and implement on-page and off-page SEO strategies to improve search engine rankings
- Conduct website audits to identify technical issues and implement solutions
- Work closely with content teams to develop and execute content marketing strategies that support SEO goals
- Ahref, Semrush, Google keyword planner, Google Search Console, Google Analytics,

## Projects

SEO Executive	Nov 2023 - Present (6 months)
---------------	-------------------------------

Company: Saleleads

As an SEO Specialist at iNodes, I played a pivotal role in optimizing digital content to enhance search engine visibility and drive organic traffic. Leveraging my expertise in SEO strategies, I conducted comprehensive keyword research, optimized on-page elements, and implemented effective link-building campaigns to improve website rankings.

**Company:** Salsoft Technologies

<https://www.cbdboxfactory.com/>

**Tools:** Ahref, Semrush, Google Keyword Planner,

Keyword Research, optimizing title tags, meta descriptions, headings, internal linking, and image alt tags. This includes creating blog posts, articles, infographics, and videos. Analytics and Reporting, To monitor your website's traffic and search engine rankings using tools like and Google Search Console.

### Half Price Packaging

Apr 2021 - Feb 2023 (1.8 years)

**Company:** Salsoft Technologies

<https://www.halfpricepackaging.com/>

Keyword Research, optimizing title tags, meta descriptions, headings, internal linking, and image alt tags. This includes creating blog posts, articles, infographics, and videos. Analytics and Reporting, To monitor your website's traffic and search engine rankings using tools like and Google Search Console.

### Managed Cloud Dedicated Servers

Aug 2019 - Feb 2023 (3.5 years)

**Company:** Nextage Technologies

<https://www.temok.com/>

**Tools:** Ahref, Semrush, Google Keyword Planner,

Keyword Research, optimizing title tags, meta descriptions, headings, internal linking, and image alt tags. This includes creating blog posts, articles, infographics, and videos. Analytics and Reporting, To monitor your website's traffic and search engine rankings using tools like and Google Search Console.

## Industries

- Software & Web Development
- Packaging

## Languages

- English - Medium

## Functional Areas

- Search Engine Optimization (SEO)
- Software & Web Development

## Hobbies

- Book Reading