



Anas Raza

Link Building Expert



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<https://theanasraza.com>

I am a dedicated **Link Building Specialist** with **2 years of experience** in developing and executing high-quality backlink strategies. I've worked closely with clients and bloggers alike, collaborating on **outreach campaigns**, **guest posting**, and **link insertion** to improve search engine rankings and increase organic traffic. My experience spans **competitor analysis**, **backlink audits**, and building sustainable link profiles to **boost domain authority**. With a deep understanding of SEO trends, I craft tailored strategies to enhance online presence and drive long-term results.

Experience

Link Building Manager | Gogetsol

May 2024-April 2025 -

- Conducting Comprehensive Backlink Audits
- Crafting and Executing Strategic Link-Building Campaigns
- Performing Targeted Guest Posting & Outreach
- Building Relationships Through Blogger Outreach
- Enhancing Local SEO Through Niche Directories & Citations
- Analyzing Competitor Backlink Profiles
- Leveraging Social Media & Forums for Brand Mentions
- Executing PR and Influencer Outreach Campaigns
- Monitoring & Optimizing Backlink Performance

Outreach Specialist | Link Building & SEO Expert | Self Employed

Sep 2022- Present

- Conducted comprehensive backlink audits to identify and improve link quality.
- Crafted and executed strategic link-building campaigns to enhance organic rankings.
- Built strong relationships through blogger outreach, securing valuable backlinks.
- Performed competitor backlink analysis to uncover high-value link opportunities.
- Monitored and optimized backlink performance to ensure long-term SEO success.

Education

Virtual University of Pakistan

2024-2028

- Bachelor of Business Administration (BBA)

Skills

- SEO Link Building
- SEO Blogger Outreach
- Link Insertions
- Backlinks Audit
- Competitor Analysis
- Foundation Link Building
- Problem-Solving
- Communication
- Critical Thinking
- Time Management
- Attention to Detail
- Adaptability

Tools and Software Expertise

- **SEO Tools:** Ahrefs, SEMrush, Moz, Screaming Frog.
- **Link Building Tools:** BuzzSumo, Hunter.io, Pitchbox.
- **Content Management:** WordPress, Yoast SEO.
- **Analytics Tools:** Google Analytics, Search Console, Data Studio.
- **Project Management:** Trello, Asana, Slack.