



Muhammad Shaban

SEO Expert

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 Lahore, Pakistan

Summary

Experienced SEO Expert **with 5+ years** of success in optimizing business growth through digital marketing and brand-building strategies. Skilled in **on-page**, **off-page**, and **technical SEO**, with a proven **track record of improving website performance and search engine rankings**. Adept at **keyword research**, **content strategy**, and data-driven decision making.

Experience:



Senior SEO Expert

(Dec-23 to Present)

Responsibilities:

As an SEO Expert, I conduct thorough keyword research to identify relevant search terms and trends, optimizing website content, Meta tags, and URLs accordingly. I am skilled at analyzing website analytics to track user behavior, pinpoint areas for improvement, and make data-driven decisions to enhance website performance

Skills:

- SEO Strategist for SaaS
- Content Strategist
- On-page SEO Strategist
- Off-page SEO Strategist

Industry:

- Software
- IT
- SaaS
- NetSuite
- MS Dynamics 365

SEO Expert

Oct-22 to Nov-23 (1.2 year)

Responsibilities:

As a SEO Expert conducts thorough keyword research to identify relevant search terms and trends, optimizing website content, Meta tags, and URLs to align with keywords. Adept at analyzing website analytics to track user behavior, identify areas for improvement, and make data-driven decisions to enhance website performance

Skills:

- Search Engine Optimization
- Content Strategy
- Blogging Management Consulting
- Pay Per Click (PPC)
- B2B Marketing
- Social Media Communications
- Digital Strategy Marketing

Industry:

- Software
- IT



SEO Expert

(June-21 to Oct 22)

Responsibilities:

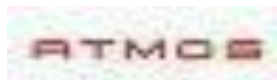
Conducts comprehensive website audits, identifying technical issues, and recommending fixes to enhance site crawlability, user experience, and search engine indexing. Collaborate with content creators to develop SEO-friendly content strategies, ensuring the integration of appropriate keywords, internal linking, and structured data markup.

Skills:

- Search Engine Optimization
- Content Strategy
- Blogging
- B2B Marketing
- Social Media Communications
- Lead Generation
- Brand Development
- Digital Strategy
- Off Page SEO
- SEO Audit
- Digital PR

Industry:

- Software
- IT
- Language Translation



Digital Marketing | SEO Executive
(May-2020-June-21)

Responsibilities:

Key responsibilities specialist include conducting keyword research to identify relevant search terms, Optimizing website content, Meta tags, and URLs for improved visibility. Analyze website data and user behavior using tools like Google Analytics to identify areas for improvement and make data-driven decisions Focus on acquiring high-quality backlinks from reputable websites to improve domain authority. Also stay updated with search engine algorithms and industry trends to adapt their strategies accordingly.

Skills:

- Keyword Research
- Content Creation Strategy
- On-page SEO
- Off-page SEO
- Technical SEO
- Manage Social Media Accounts
- WordPress Customization
- Facebook Ads
- Instagram Ads

Industry:

- Health
- Herbal products



SEO Outreach Specialist
(March-2019-May-2020)

Responsibilities:

Involves creating and managing guest posting campaigns to reach out to authoritative websites or blogs to contribute high-quality content with backlinks. Acquire valuable backlinks from reputable websites. Writing and editing content, build relationships with website owners, negotiate guest posting opportunities, and ensure the proper placement of backlinks.

Skills:

- Research and Outreach
- Guest Posting / Blogger Outreach with Tools
- E-Mail Outreach
- Content Strategy

Industry:

- Software
 - IT
 - Guest blogging
 - Content marketing
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Education



Superior College

BSCS, Computer Science

2015 – 2019

Certifications



Web Developer - Career Institute

ID: C1FSD01-PH26-18-07



WordPress customization - DigiSkills.pk

ID: EQTCRCKPQ



Ecommerce Management - DigiSkills.pk

ID: WHY2ZJYPQ



SEO Expert - DigiSkills.pk

ID: 9DVJMBYPQ

Skills:

- On Page SEO
- Off Page SEO
- Technical SEO
- Local SEO
- Website Audit and Analysis
- Content Analysis & Optimization
- Keyword Research & Mapping
- GBB Management
- GA & GSC Management
- WordPress Management
- Social Media Management and Marketing
- Digital Platform Management

