

Abdul Basit

Contact:

E-mail: abdulbasitbmw@gmail.com

Ph No: +44 7435 537233

City: Manchester Greater Manchester, UK

Post Code: M14 7JE

Summary:

Dynamic and results-driven SEO Specialist with over 2 years of extensive experience in digital marketing and search engine optimization. Proven expertise in enhancing website rankings, increasing organic traffic, and leading successful SEO campaigns. Skilled in technical SEO, content strategy, and driving significant improvements in lead generation.

Experience:

Senior SEO Executive

Digital Gravity

May 2021 - July 2023

Responsibilities:

- Oversee and execute technical SEO audits.
- **Strategic Planning:** Develop and implement advanced SEO strategies aligned with overall marketing objectives to enhance the online presence and visibility of the organization.
- **Utilize analytics tools** to monitor and evaluate website performance, user behavior, and key performance indicators.
- **Algorithm Updates Monitoring:** Stay abreast of search engine algorithm updates and industry trends, adjusting SEO strategies accordingly to maintain and improve organic search rankings.
- **Competitor Analysis:** Conduct regular competitor analysis to identify opportunities, gaps, and potential threats, adapting strategies to stay ahead in the competitive landscape.
- **Collaboration:** Work closely with content creators, web developers, and other cross-functional teams to ensure seamless integration of SEO best practices into all aspects of the website.
- **Client Communication:** Interface with clients to communicate SEO strategies, results, and recommendations, ensuring a clear understanding of the value delivered.

Achievements:

- **Lead Generation:** Transformed lead generation from 3-5 to 270-300 quality leads monthly within one year.
- **Keyword Dominance:** Executed advanced SEO strategies, achieving top-ranking for highly competitive keywords (e.g., Web Design, Web Development Services) in SERPs.

- **High-Authority Publications:** Authored and secured publications on prestigious platforms like Cloudways, elevating domain authority.

Technical SEO Specialist (Part time)

Suit De

January 2022 - July 2023

Responsibilities:

- **Technical Issue Resolution:** Troubleshoot and resolve technical SEO issues for optimal performance.
- **XML Sitemap Management:** Generate and update XML sitemaps, ensuring effective search engine crawling.
- **Robots.txt Configuration:** Optimize robots.txt for enhanced search engine visibility.
- **Page Speed Optimization:** Collaborate with developers to optimize website speed and user experience.
- **Mobile Optimization:** Ensure mobile-friendly design and address responsiveness issues.
- **Technical Troubleshooting:** Investigate and resolve technical SEO issues, working closely with developers.
- **Monitoring and Reporting:** Utilize SEO tools for ongoing website performance monitoring and generate insightful reports.

Achievements:

- **Mitigated Technical Challenges:** Proactively identified and resolved intricate technical challenges, including 4xx and 5xx errors, enhancing the website's stability and performance.
- **Restored Website After Malware Attack:** Successfully led the recovery efforts post-malware attack, swiftly removing malicious content and securing the website. Subsequently, re-established search engine rankings and user trust.

Junior SEO Executive

Creative Media

Feb 2020 - April 2021

Responsibilities:

- **Keyword Research:** Conducting keyword research to identify relevant and high-performing keywords for website content.
- **On-Page Optimization:** Optimizing website content, meta tags, headers, and images for search engines.

- **Off-Page Optimization:** Building and managing backlinks through various strategies like guest posting, outreach, and link building.
- **Technical SEO:** Identifying and resolving technical issues that may affect website performance in search engines.
- Generating and presenting reports on key SEO performance metrics.
- Conducting A/B testing and experiments
- Identifying and resolving issues that may negatively impact SEO performance.

Education

Bachelors Of Arts:

July 2017 - August 2021

Completed my Bachelor in Arts with 3.3 CGPA

A Levels:

April 2015 - March 2017

Done my A levels in Pre Engineering with 75% in Math English & Physics

GSCS:

April 2013 - March 2015

Achieve 80% in Math English and Physics in my GSCS

Skills

- Keyword Research
- GSC (Google Search Console)
- GA4 (Google Analytics 4)
- GTM (Google Tag Manager)
- Paid Search Advertisement
- Ahref
- SEMRush
- Screaming Frog
- Customer Service
- MS Word, Excel, Power Point
- Local SEO
- HARO