

Summary

- I'm an innovative, professional Senior SEO expert and Digital Marketer with around **03 years** of extensive hands on experience of
- I'm a good team player and able to work within a team environment to meet tight timescales whilst maintaining a high quality of work.

Personal Information

Address Pak Arab Housing Scheme, Lahore.
Current Position Senior SEO expert
Work Experience 03 years

Education

2016 – 2020 Bachelors of Computer Science
Institute Lahore Garrison University , Lahore (<https://lgu.edu.pk/>)
CGPA 3.11/4.0

Skills and Abilities

- Develop the SEO roadmap and implement On-Page, Technical and Off-Page Optimization for greater conversion rate optimization.
- WordPress theme customization
- Shopify theme customization
- Shopify Store Management (URL handle, title tag, meta tag optimization)
- Manage SEO-related assets, tools/platforms, including Google Business Profiles, Google Search Console, Google Analytics, Ahrefs, Semrush, Keyword Planner , Google Trends etc
- Develop multiple marketing campaigns from start to end, including researching topics
- Designing and maintaining Google Ads, bid management,
- Content Strategies & content requirement monitoring for SEO
- Directory , Classified , Profile & Forum submission
- Keyword research & target
- Guest posting on high quality sites
- Contribute to website/SEO audits/keyword research/strategies for pitches.
- How to use H1 to H5 tags
- Meta titles & meta
- Deliver monthly reporting findings, insights and recommendations/next steps to Director

Tools on-hand

- Google Search Console
- Google Analytics
- Google My Business Profiles
- Google Keyword Planner
- Google Trends
- Moz
- KWFinder
- Ahrefs
- SpyFu
- Semrush

Work Experience

Nov. 2021 – Dec 2022 Search Engine Optimization Specialist

Organization The Mango Tech, Lahore, Pakistan

About The Mango Tech is UK based IT company and they are working on WordPress and Shopify websites with customization of Theme and plugins.

Aug 2022 Nov. 2022 Search Engine Optimization Executive

Organization STARLink Global , Manchester, UK

About STARLink Global is a UK based company and they are working on Software ERPs and Digital Marketing.

Feb. 2020 Website Manager

Organization Trend Addictors, Lahore, Pakistan

About Trend Addictors is leading brand in clothing bridal chiffons in Pakistan.

June. 2020 –Sep.2021 SEO expert , Google ads creator

Organization SEO Forces, Lahore, Pakistan

About SEO forces is leading digital marketing Consulting Company with its Clients spread in US and Australia.

Work History on Live projects

Site URI: <https://justintrend.com/>

Date: Jan 2023

Task: On-page optimization (title tag, Alt Text, header, URL optimization)

Site URI: <https://compositedoordirect.co.uk>

Date: Sep.2022

Keywords	31-08-22	30-09-22	30-10-22	Link
composite doors	39	25	15	https://compositedoordirect.co.uk
composite doors	39	25	18	https://compositedoordirect.co.uk
Elegance Arch	11	7	6	https://compositedoordirect.co.uk/product-category/elegancearch/
Nxt-gen Doors	23	6	5	https://compositedoordirect.co.uk
composite door direct	2	1	1	https://compositedoordirect.co.uk/product-category/sigdoors/
Signature Doors	8	7	3	https://compositedoordirect.co.uk/product-category/sigdoors/
New Infinity Collection	2	1	1	https://compositedoordirect.co.uk/product-category/new-infinity-collection/
composite door company	New	46	12	https://compositedoordirect.co.uk
arch doors	New	63	16	https://compositedoordirect.co.uk/product-category/elegancearch/
design composite door	New	42	39	https://compositedoordirect.co.uk
colours for composite doors	New	50	32	https://compositedoordirect.co.uk
colours of composite doors	New	43	45	https://compositedoordirect.co.uk
composite door manufacturer	New	87	21	https://compositedoordirect.co.uk/
composite door colours	New	74	51	https://compositedoordirect.co.uk/colours/
composite barn door	New	56	38	https://compositedoordirect.co.uk/product-category/stable-door/
design composite door	New	36	39	https://compositedoordirect.co.uk/
brown composite door	New	42	26	https://compositedoordirect.co.uk/colours/
stable doors composite	New	60	48	https://compositedoordirect.co.uk/product-category/stable-door/

stable door composite	New	86	40	https://compositedoordirect.co.uk/product-category/stable-door/
stable composite door	New	48	36	https://compositedoordirect.co.uk/product-category/stable-door/
door arch	New	68	30	https://compositedoordirect.co.uk/product-category/elegancearch/
arched doors	New	74	40	https://compositedoordirect.co.uk/product-category/elegancearch/
elegance arch doors		New	1	https://compositedoordirect.co.uk/product-category/elegancearch/
elegance arch		New	9	https://compositedoordirect.co.uk/product-category/elegancearch/
doors huddersfield		New	90	https://compositedoordirect.co.uk
composite doors huddersfield		New	30	https://compositedoordirect.co.uk
yellow front door composite		New	10	https://compositedoordirect.co.uk/colours/

Site URI: <https://www.abiselectronics.co.uk>

Date: March 2022

Keyword	31-03-22	URL
Business Edition Projector	1	https://www.abiselectronics.co.uk/products/hd8k-business-edition-projector
Projector Bundles	2	https://www.abiselectronics.co.uk/collections/projector-bundles
Projector and Screen bundles	7	https://www.abiselectronics.co.uk/collections/projector-bundles
Projector Bundles UK	5	https://www.abiselectronics.co.uk/collections/projector-bundles
Hand Dryers	26	https://www.abiselectronics.co.uk/collections/hand-dryers
commercial hand dryer	22	https://www.abiselectronics.co.uk/products/commercial-hand-dryer-excel-9-stainless-steel-chrome
smart projectors	25	https://www.abiselectronics.co.uk/collections/smart-projectors
projector screens	39	https://www.abiselectronics.co.uk/collections/projector-screens
electric projector screens	26	https://www.abiselectronics.co.uk/collections/projector-screens
manual projector screen	22	https://www.abiselectronics.co.uk/products/100-manual-projector-screen-16-9-aspect-ratio-3d-4k-screen

tripod projector screen	41	https://www.abiselectronics.co.uk/collections/projector-bundles/products/84-tripod-projector-screen-projector-bundle-for-home
projector tripod stand	8	https://www.abiselectronics.co.uk/products/projector-tripod-stand
clothes airers	55	https://www.abiselectronics.co.uk/collections/clothes-airers
electric clothes drying racks	37	https://www.abiselectronics.co.uk/products/electric-heated-clothes-airers-wings-15m-drying-space
clothes horses	26	https://www.abiselectronics.co.uk/collections/clothes-airers
heated clothes airers	39	https://www.abiselectronics.co.uk/products/electric-heated-clothes-airers-3-tier-20-5m-drying-space
Massage Guns	29	https://www.abiselectronics.co.uk/collections/massage-guns

Site: <https://sterlinxglobal.com/>

Keyword	31-03-22	Page URL
Accounting and VAT specialists for eBay sellers	1	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-ebay-sellers/
VAT specialists for eBay sellers	1	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-ebay-sellers/
Accounting specialists for eBay sellers	15	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-ebay-sellers/
Full eCommerce Accounting	18	https://www.sterlinxglobal.com/services/full-ecommerce-accounting/
Accounting and VAT specialists for Amazon sellers	3	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-ebay-sellers/
VAT specialists for Amazon sellers	1	https://www.sterlinxglobal.com/services/accounting-and-vat-specialists-for-amazon-sellers/
Accounting specialists for Amazon sellers	28	https://www.sterlinxglobal.com/services/accounting-and-vat-specialists-for-amazon-sellers/
Accounting and VAT specialists for Shopify sellers	1	https://www.sterlinxglobal.com/services/accounting-and-vat-specialists-for-shopify-sellers/
VAT specialists for Shopify sellers	1	https://www.sterlinxglobal.com/services/accounting-and-vat-specialists-for-shopify-sellers/
Accounting specialists for Shopify sellers	16	https://www.sterlinxglobal.com/services/accounting-and-vat-specialists-for-shopify-sellers/
VAT specialists for WooCommerce sellers	1	https://www.sterlinxglobal.com/services/accounting-and-vat-specialists-for-woocommerce-sellers/

Accounting specialists for WooCommerce sellers	1	https://www.sterlinxglobal.com/services/accounting-and-vat-specialists-for-woocommerce-sellers/
amazon seller accountants	33	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-amazon-sellers/
amazon seller accounting	40	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-amazon-sellers/
accounting for amazon sellers	39	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-amazon-sellers/
amazon accounting	72	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-amazon-sellers/
accountants for e commerce	88	https://sterlinxglobal.com/
amazon vat services	55	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-amazon-sellers/
ecommerce accountants	76	https://sterlinxglobal.com/
shopify accountants	34	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-shopify-sellers/
ecommerce accounting	72	https://sterlinxglobal.com/services/full-ecommerce-accounting/
ebay accountants	78	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-ebay-sellers/
woocommerce accounting	65	https://sterlinxglobal.com/services/accounting-and-vat-specialists-for-woocommerce-sellers/
italian vat number	76	https://sterlinxglobal.com/services/italy-vat-submissions/
french vat registration	90	https://sterlinxglobal.com/services/french-vat-submissions/
tax residency certificate uk	44	https://sterlinxglobal.com/how-to-apply-for-tax-certificate-in-the-uk/
certificate of residence uk	34	https://sterlinxglobal.com/how-to-apply-for-tax-certificate-in-the-uk/
amazon account suspension	89	https://sterlinxglobal.com/amazon-seller-account-suspension-appeals/

Site URI: <https://dygreencard.com>

Date : June 2021

Target Keywords	Url	Final positions
renew 2 year green card	https://dygreencard.com/immigration-resources/renew-2-year-green-card/	5
remove conditions on green card	https://dygreencard.com/immigration-resources/renew-2-year-green-card/	8
bona fide marriage affidavit sample	https://dygreencard.com/immigration-resources/affidavit-for-marriage-green-card/	10
bona fide marriage	https://dygreencard.com/immigration-resources/affidavit-for-marriage-green-card/	34
i-131 processing time	https://dygreencard.com/immigration-resources/how-to-expedite-the-processing-of-i131-travel-document/	3
form i131	https://dygreencard.com/immigration-resources/how-to-expedite-the-processing-of-i131-travel-document/	26

Site URI: <https://magineolutions.com>

Date: May 2021

Target Keywords	Url	Final positions
Best copywriting course	https://maginesolutions.com/p/best-online-copywriting-course-and-training-certificate/	41
best online copywriting course	https://maginesolutions.com/p/best-online-copywriting-course-and-training-certificate/	31
online copywriting course	https://maginesolutions.com/p/best-online-copywriting-course-and-training-certificate/	98

Site URI: <https://www.trendaddictors.com>

Date : July 2021

Target Keywords	Url	Final positions
trend addiction pakistan	https://www.trendaddictors.com/	4
maria b ayeza khan collection	https://www.trendaddictors.com/product/maria-b-lawn-collection-ft-ayeza-khan/	1
maria b ayeza khan	https://www.trendaddictors.com/product/maria-b-lawn-collection-ft-ayeza-khan/	1
thread and motifs	https://www.trendaddictors.com/brands/thread-and-motifs/	6
maria b d6	https://www.trendaddictors.com/product/maria-b-d6-black-bridal-chiffon-collection/	6
maria b d2	https://www.trendaddictors.com/product/maria-b-d2-embroided-wedding-festive/	12
noor by saadia asad	https://www.trendaddictors.com/brands/noor-by-saadia-asad/	11
maria b d1	https://www.trendaddictors.com/product/maria-b-d1/	14
maria b red saree	https://www.trendaddictors.com/product/maria-b-d7-red-saree-bridal-chiffon-collection/	6
republic womenswear	https://www.trendaddictors.com/brands/republic-womenswear/	6

Site URI: <https://supraacademy.ca>

Date: May 2021

Target Keywords	Url	Final positions
soccer camps Vancouver	https://supraacademy.ca/camps/	9
summer soccer camps	https://supraacademy.ca/camps/	9
best soccer academy in canada	https://supraacademy.ca/	11
online soccer academy	https://supraacademy.ca/	5

Site URI: <https://yourproplumber.com>

Date: May 2021

Target Keywords	Url	Final positions
clogged toilet with poop	https://yourproplumber.com/how-to-unclog-a-toilet-with-poop-in-it/	5
Toilet doesn't Flush	https://yourproplumber.com/toilet-doesnt-flush-just-fills-with-water/	44
how to stop water leakage from wall	https://yourproplumber.com/how-to-stop-water-leakage-from-wall/	15
how to unclog toilet when nothing works	https://yourproplumber.com/how-to-unclog-toilet-when-nothing-works/	16
slow draining toilet	https://yourproplumber.com/toilet-fills-up-with-water-then-slowly-drains/	30
channel locks	https://yourproplumber.com/best-channel-locks-for-plumbing-top-10-in-2021/	23
how to install sharkbite valve on copper	https://yourproplumber.com/how-to-install-sharkbite-quarter-turn-valve/	28

References

References will be provided on request