

Laiba Waseem

SEO Specialist

My professional portfolio:

<https://laibawaseem.>

Intro:

I am **Laiba Waseem**. A senior content creator and off page SEO Expert, born under the clouds of Pakistan, based in Faisalabad.

I have over 2 years of professional experience as a content creator and branding expert backlinks creating, link building various multinational companies or websites.

I can write all kinds of articles, blogs, and content. I have worked with many well-known online magazines and created custom content for them with proper off page SEO.

I always look for new challenges and opportunities that not only help me to learn and grow but also add some value to my clients' businesses.

My goal is to communicate your service, start-up or product in the simplest, most beautiful, and most effective manner. I do not associate myself with plates.

If I am working with you, you can be assured of my sole dedication to your project. I can fearlessly work on big projects simply because I know I will not fail your deadline. I care about my work. I always deliver fresh and engaging content to manipulate the search engines; I am not your gal. That is all for now, folks! .

Key Skills:

- Off-Page SEO
- Link Building
- Social Media Marketing
- Content Marketing
- Online Reputation Management

- Local SEO
 - Guest Blogging
 - Business Listings
 - Backlinks Expert
-

Professional Experience:

- Have over 2 years of professional experience as a content creator and branding expert , off page SEO Expert for various multinational companies. Can write all kinds of articles, blogs, and contents. Have worked with many well-known online magazines and created custom content for them with proper SEO.
-

Projects:

- [Boxuppackaging](#)
 - Implemented structured data markup for enhanced search engine visibility.
 - Conducted a detailed competitor analysis, identifying key improvement opportunities compared to competitors.
 - Developed and executed a backlink acquisition strategy for improved off-page SEO.
 - Create unique and attractive content also SEO friendly structure easy to understand for reader's.
 - [Recorder.itopvpn](#)
 - Conducted a detailed competitor analysis, identifying key improvement opportunities compared to competitors.
 - Developed and executed a backlink acquisition strategy for improved off-page SEO.
 - Analyzed website structure and identified areas for improvement to enhance user experience and search engine crawlability.
 - Implemented strategies to optimize website speed, resulting in improved load times and enhanced user satisfaction.
-

Content samples:

- https://docs.google.com/document/d/1Sc7Epzb_wrLhG5-mgz29tEs2XE6to3otZKTVxFfGaTo/edit?usp=drivesdk
 - https://docs.google.com/document/d/1Kd1KCnd1RmfhwX8Ma_Buk8gMs78Dahtow5qAxxawd3M/edit?usp=drivesdk
-

Education:

- INTERMEDIATE COMMERCE GROUP -
Now start
 - (The Association of Chartered Certified Accountants) ACCA.
-

Testimonials:

- **The World of HSY:**
 - Recognition from HSY for successful improvements in non-branded keyword rankings and overall SEO strategy.
-

Tools and Technologies:

- **SEO Tools:**
 - SEMRush
 - Ahref
 - Ubersuggest
 - Moz Pro
 - **Content Writing:**
 - Jasper AI
 - Chat GPT
 - Calude
 - Gemini
 - **Browser Plugins:**
 - SEOQuake
 - Detailed SEO Analyzer
 - Automatic Backlink Checker
 - MozBar
-

Case Studies: *HSY Project*

- Successfully transformed the website's performance and achieved a balanced mix of branded and non-branded keyword rankings.
 - Ongoing strategy enhancements for international rankings in the USA and UK and India.
-

Freelancing Excellence:

Boasting a 5-star rating on both Google and LinkedIn, I have completed over 30+ projects spanning various aspects of SEO, including keyword research, on-page optimization, and link-building strategies.

My client base is diverse, ranging from small local businesses to large international corporations, reflecting my ability to adapt strategies to meet specific client needs and objectives.

Highlights of my freelance career include significantly increasing organic traffic for a startup within three months and achieving first-page rankings for a high-competition keyword for another client.

Contact Information:

- **Email:** laibabusiness50@gmail.com
- Email: laibaseoblogger@gmail.com

Feel free to reach out on my **Business Email** for further discussion or collaboration.