

# MUHAMMAD ZAKI

## CERTIFIED SEO AND SMM



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Lahore

## ABOUT ME

Results-driven SEO Expert with 5 years of experience in optimizing websites, improving search engine rankings, and driving organic traffic for businesses. Skilled in on-page, off-page, technical SEO, and local SEO, with hands-on experience in managing full-cycle SEO projects for both company and client websites. Proficient in keyword research, site audits, SEO strategy, and using tools like Google Analytics, Google Search Console, SEMrush, Ahrefs, and Screaming Frog. Strong analytical, problem-solving, and communication skills, with a proven track record of delivering measurable SEO results.

## EDUCATION

### 2019 - 2021

Gomal University DI Khan

### Master of Arts in English

Studied advanced literature, linguistics, and language theory. Developed strong analytical, research, and communication skills applicable to professional problem-solving and content analysis.

### 2016 - 2018

Ncba& e - Lahore

### Master of Science in Computer Science

Built strong technical, analytical, and project-management skills. Studied modern computing concepts, system design, and data analysis. Developed the ability to understand complex technology and apply structured problem-solving in professional environments.

## EXPERIENCE

### 2024 - NOW

OctaTude - Lahore

### SEO Expert

Oversee company and client SEO projects end-to-end, including on-page, off-page, technical, and local SEO. Develop SEO strategies, monitor KPIs, and implement optimization plans to boost rankings, traffic, and conversions. Utilize tools such as Google Analytics, Search Console, Ahrefs, and SEMrush to deliver measurable SEO results.

### 2023 - 2024

Acrosoft - Lahore

### SEO Expert

Managed full-cycle SEO including on-page, off-page, and technical SEO. Conducted keyword research, backlink campaigns, site audits, and local SEO optimization. Improved organic traffic, search rankings, and lead generation for multiple clients through data-driven SEO strategies and regular performance reporting using tools like SEMrush, Ahrefs, and Google Analytics.

### 2022 - 2023

eWebCraft - Lahore

### On-Page SEO Specialist

Optimized website pages with meta tags, headings, internal linking, and keyword integration. Conducted technical SEO audits, improved page speed, and enhanced search engine visibility. Collaborated with content and development teams to implement SEO best practices, resulting in measurable improvements in website rankings and user experience.

### 2021 - 2022

WCS - Lahore

### Off-Page SEO Executive

Executed off-page SEO strategies including link-building, backlink audits, and competitor analysis. Managed outreach campaigns and directory submissions to improve domain authority and search engine rankings. Monitored performance using Google Search Console and SEO tools, contributing to increased organic traffic and visibility for client websites.

## CERTIFICATIONS

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- SEO Certification - HubSpot Academy
- Social Media Marketing & Hootsuite Platform Certifications - Hootsuite Academy
- Local SEO & GBP Optimization Certifications (9 Total) - BrightLocal Academy

## SKILLS

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- Keyword Research & Analysis
- On-Page SEO
- Technical SEO & Site Audit
- Off-Page SEO & Link Building
- SEO Strategy & Planning
- Content Optimization
- Local SEO & Google Business Profile (GBP) Optimization
- Social Media Marketing
- WordPress Management & Page Building
- Microsoft Office (Excel, Word, PowerPoint)
- Problem-Solving & Troubleshooting
- Analytical & Data-Driven Thinking
- Communication & Reporting Skills
- Project Management & Collaboration

## TOOLS

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- Google Analytics & Google Search Console
- SEMrush, Ahrefs, Moz
- Screaming Frog SEO Spider
- SurferSEO / Page Optimization Tools
- Google Keyword Planner & Ubersuggest
- PageSpeed Insights

## PROJECTS

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**Please Visit My Portfolio**

- <https://bit.ly/3SCMrHA>

## REFERENCES

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**Will be furnished on demand**