

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	Master of Arts in English
Gomal University DI Khan	Studied advanced literature, linguistics, and language theory. Developed strong analytical, research, and communication skills applicable to professional problem-solving and content analysis.
2016 - 2018	Master of Science in Computer Science
Ncba& e - Lahore	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	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	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	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	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.
WCS - Lahore	

CERTIFICATIONS

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

SKILLS

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

TOOLS

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

PROJECTS

Please Visit My Portfolio

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

REFERENCES

Will be furnished on demand