

MUHAMMAD WASIF AZIZ (SEO EXPERT)

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Chakwal (Punjab)

SEO Specialist with hands-on experience in improving website visibility, increasing organic traffic, and boosting search engine rankings. Skilled in keyword research, on-page and technical SEO, content optimization, and performance analysis. Passionate about using data-driven strategies to deliver measurable results.

KEY SKILLS

• On-Page SEO Optimization

→ Keywords research, meta titles and descriptions, internal linking, heading structure and content optimization

• Off-Page SEO & Backlink Building

→ Backlink acquisition, authority building, competitor backlink analysis, and toxic link management.

• Technical SEO

→ Crawlability, indexing, XML sitemaps, robots.txt, page speed optimization, mobile SEO and redirects.

• Google search console and analytics

→ Traffic analysis, performance monitoring, CTR optimization, indexing management, user behavior tracking, and SEO reporting

• Local SEO

→ Google Business Profile optimization, local keyword research, NAP consistency and local schema markup .

EXPERTISE

- Competitors analysis
- Website SEO audit and reporting
- Canonical tag setup
- Search engine update awareness
- Keywords research
- Backlink profile audit

PROFESSIONAL EXPERIENCE

SEO expert at Interloper Inc

Dec 2024 - June 2026

- Executed On Page SEO for Laravel based E-commerce sites, including keyword research, product and category page optimization, metadata management and search engine ranking improvements.
- Managed on-page SEO for SAAS Wordpress site, including keyword research, content optimization, landing page SEO, metadata management, internal linking and page structure.
- Executed off-page SEO strategies through backlink acquisition, link quality assessment, competitor backlink analysis and toxic backlinks to improve domain authority and organic search performance.
- Identified and resolved indexing, crawling, and technical SEO issues using Google Search Console, including 301 redirects, 404 error resolution, XML sitemap management, and search engine indexing optimization.
- Collaborated with Laravel developers to implement technical SEO improvements, including website speed optimization, mobile responsiveness, crawlability enhancements, and overall search engine performance.
- Monitored and analyzed SEO performance using Google Analytics and Google Search Console, tracking organic traffic, keyword rankings, click-through rates (CTR), user engagement metrics, and website health.
- Optimized WordPress websites using Yoast SEO and Rank Math, focusing on meta tags, keyword targeting, content optimization, schema implementation, and on-page SEO best practices.

Lead Generation Internee at GAO Tek

Jan 2023 - April 2023

- Generated targeted B2B leads using Apollo platform, supporting sales and marketing goals effectively.
- Researched potential prospects and verified all contact data to ensure lead quality and accuracy.
- Supported lead nurturing processes by maintaining well-organized and updated lead lists efficiently.

EDUCATION

Bachelors in Computer Science (Associate degree program)

Feb 2023 - April 2024

Punjab University Lahore

Intermediate

Aug 2018 - Oct 2020

Fauji Foundation Kallar Kahar

TOOLS

- Ahrefs web and extension
- Semrush
- MOZ
- Screaming frog
- Canva