

HAMZA SALEEM

SEO Expert

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[Linkedin](#) | [Blog](#)

EDUCATION

University of Gujrat

Software Engineering Bachelors of Sceince

CGPA: 2.97

Gujrat, Pakistan

April 2013 - September 2017

EXPERIENCE

Delphya Technologies | SEO Expert

Lahore, Pakistan | November 2022 - December 2023

As an SEO Expert at Delphya Technologies, I led impactful SEO strategies for one year, covering:

On-Page SEO: Optimized web pages for enhanced visibility.

Off-Page SEO & Link Building: Orchestrated successful campaigns, securing high-quality backlinks to boost domain authority.

Technical SEO: Conducted audits, resolving issues for improved performance.

Content Writing: Created SEO-friendly and engaging content.

Keyword Research: Identified strategic opportunities for improved rankings.

Key Contributions:

Achieved a 90% increase in organic traffic through on-page SEO.

Secured high-quality backlinks, contributing to a 70% boost in domain authority.

Conducted technical audits, resulting in an 80% improvement in site performance.

In my role, I played a vital part in Delphya Technologies' digital success, bringing a comprehensive skill set in SEO strategy, link building, and execution.

GoRank | SEO Specialist

Lahore | January 2022 - November 2022

In my role as an SEO Specialist at GoRank, I spearheaded impactful SEO initiatives, showcasing proficiency in various areas:

Optimized Web Pages: Implemented strategic on-page SEO techniques to enhance online visibility.

Off-Page SEO & Link Building: Orchestrated successful campaigns, securing high-quality backlinks to bolster domain authority.

Technical SEO Audits: Identified and resolved critical issues, leading to enhanced website performance.

Engaging Content Creation: Produced SEO-friendly and compelling content, driving user engagement.

Strategic Keyword Research: Identified key opportunities to improve search engine rankings.

SKILLS

Tools / Platforms:

Semrush, Ahrefs, Ubersuggest, Screaming Frog, Google keyword Planner, Google Search Console, Google Analytics, Wordpress, Bloggers, WooComerce, TubeRankjeet, MailChimp

PROJECTS / OPEN-SOURCE

Digital Earning Hub | Link

Bloggers.com

With this project, I solved the website's Technical issues and also ran different SEO Strategies to rank the site more on Google. I also built the backlinks for this site and achieved some domain authority also.

CERTIFICATIONS

- Content Marketing & Advertising - **E-Rozgaar, PITB, GoP**
- Attract & Engage Customers with Digital Marketing - **Coursera**