

Yousaf Raza

SEO Expert

CONTACT

yousafshah421@gmail.com

+92 (300) 6367272

Multan, PK

[LinkedIn](#)

CAREER PROFILE

Passionate, strategic & results driven SEO expert with over 1 year of experience in organic SEO. Have comprehensive knowledge and hands on experience with SEO. Desire to pursue an entry level job working in the field of SEO.

EDUCATION

B.S. Engineering
NFC IET, Multan, PK
Oct 2014 - Aug 2018

SKILLS

Keyword Research
Competitor Analysis
On-Page SEO
Off-Page SEO
Technical SEO
WordPress

TOOLS

Ahrefs
SEMRush
MOZ Pro
Screaming Frog

PROFESSIONAL EXPERIENCE

SEO Trainee

ISkills, Multan, PK
Feb 2022 – Sep 2022

Responsibilities:

- SEO audits & recommendations
- Search engine keyword research & content planning in accordance with SEO strategy
- Competitor analysis
- Meta titles & meta descriptions optimization
- Images compression, images optimization, and image alt text optimization
- Internal & external linking
- URL and site structure
- PageSpeed optimization & fixing Core Web Vitals issues

Outreach & Link Building Expert

White Light Digital Marketing, San Francisco, California USA
Oct 2022 – present

Responsibilities:

- Finding link opportunities through Ahrefs content explorer and other link-building techniques
- Filtering websites as per clients' recommendations
- Lead generation of potential prospects
- Outreaching webmasters
- Negotiation with webmasters
- Acquiring links and reporting to clients

CERTIFICATIONS

- The Fundamentals of Digital Marketing by **Google**
- Google Analytics for Beginners by **Google Analytics Academy**
- Advanced Google Analytics by **Google Analytics Academy**
- SEO Strategy by **Udemy**