Daniyal Shahid

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# Professional Summary

SEO Specialist with 3 years of experience in on-page, off-page, and technical SEO. Proven ability to increase organic traffic, improve rankings, and enhance website performance through data-driven strategies. Successfully managed SEO projects for e-commerce, real estate, and tech businesses, achieving measurable results. Expert in keyword research, site structure optimization, Core Web Vitals improvement, and advanced link-building techniques.

# Core Skills

* SEO Strategy & Implementation
* Keyword Research & Competitive Analysis
* On-Page & Off-Page SEO Optimization
* Technical SEO (Crawling, Indexing, Core Web Vitals)
* Link Building & Digital PR
* Google Analytics & Search Console
* Local & E-commerce SEO
* Content Strategy & Optimization
* Schema Markup & Structured Data
* Page Speed Optimization (Core Web Vitals)
* Content Marketing & SEO Copywriting
* Local SEO (Google My Business, Citations)
* E-commerce SEO (Shopify, WooCommerce)
* SEO for Real Estate & Lead Generation

# Professional Experience

## SEO Specialist | GeoExpert SEO

Jan 2023 - Present | Multan, Pakistan

* \*\*Daraz.pk E-Commerce SEO\*\*: Increased sales by 40% by optimizing category pages, improving internal linking, and reducing page load time by 2.5 seconds.
* Implemented \*\*structured data (schema markup)\*\*, increasing CTR by 25% in SERPs.
* Conducted \*\*SEO audits\*\* for e-commerce businesses, reducing crawl errors by 60% and enhancing site performance.
* Built 300+ high-quality backlinks, boosting domain authority and organic traffic.
* Optimized \*\*Google My Business (GMB) listings\*\*, resulting in a \*\*150% increase in local search impressions\*\*.

## SEO Executive | Freelancer (Fiverr & Upwork)

Aug 2021 - Dec 2022 | Remote

* \*\*Dubai Real Estate Firm\*\*: Achieved \*\*top 3 ranking\*\* for "luxury apartments in Dubai" within \*\*6 months\*\* by optimizing property listings, implementing \*\*high-authority link building\*\*, and using

\*\*local SEO techniques\*\*.

* \*\*Tech Blog (USA-Based Client)\*\*: Increased organic traffic from \*\*15K to 40K/month\*\* through

\*\*advanced keyword clustering, competitor analysis, and in-depth content optimization\*\*.

* \*\*Shopify E-commerce Store\*\*: Boosted sales by \*\*45%\*\* with \*\*on-page SEO, structured data, and CRO techniques\*\*.
* Conducted \*\*SEO workshops & training\*\* for clients, enabling them to manage ongoing SEO improvements.

# Education

* ICS - Aspire College, Mailsi (2018)
* BS in Computer Science - Bahauddin Zakariya University (BZU), Multan (2022)

# Certifications

* Google Analytics Certified
* Google Ads Certification
* Ahrefs SEO Certification
* SEMrush Advanced SEO Certification
* Yoast SEO Certification
* HubSpot Content Marketing Certification
* Google Mobile SEO Certification

# Tools & Technologies

* Google Analytics
* Google Search Console
* Ahrefs
* SEMrush
* Screaming Frog
* Moz
* WordPress
* Shopify
* HTML & CSS
* Google PageSpeed Insights
* Google Tag Manager
* Google Trends
* Surfer SEO
* Majestic SEO