

REHMAN SHEHZAD

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SUMMARY

SEO Specialist with 3 years of experience in on-page optimization and technical SEO, helping websites improve visibility, structure, and performance through practical, targeted strategies.

EXPERIENCE

FREELANCE – CONTRACT-BASED JOB (REMOTE)

APRIL 2025 – CURRENTLY WORKING

- Currently working remotely as an SEO Specialist, managing and optimizing 50+ websites.
- My responsibilities include on-page optimization such as meta tags, keyword placement, internal linking, and content structuring.
- I handle technical SEO tasks including site audits, image compression, XML sitemap setup, schema implementation, clean URL management, monitoring and fixing status code issues, and other key practices to improve search visibility and rankings.

DZINE MEDIA - (ONSITE)

JUNE 2023 – DECEMBER 2023

- Conducted keyword research for two blog sites, refining their content to drive more traffic and improve their online visibility.
- Applied various SEO strategies to enhance website rankings and collaborated closely with both the content and development teams to ensure SEO efforts aligned with business goals.
- Additionally, managed link-building initiatives to increase the website's credibility and strengthen its online authority.

CYBORGSOLUTIONS - INTERNSHIP

APRIL 2022 – JUNE 2023

- Focused on creating content with solid on-page SEO practices, ensuring originality using AI tools.
- Managed and updated two WordPress blogs, maintaining their SEO standards and optimizing them regularly to stay current with trends.
- Through effective keyword analysis and content adjustments, significantly increased search engine traffic.
- This role also provided valuable experience in digital marketing and content management.

EDUCATION

Bachelors In Computer Science | Virtual University of Faisalabad

KEY COMPETENCIES AND TOOLS

- On-Page SEO Optimization
- Keyword Research
- Optimizing Meta Tags
- Technical SEO Issue Resolving
- CMS Management
- Website Audit
- Competitor Analysis
- HTML/CSS (Basics)
- SEO Writing
- Google Search Console
- Google Trends
- Semrush
- Moz
- Ahrefs
- AI Tools
- Screaming Frog