



INFORMATION

-  **NAME**
BILAL KHAWAJA
-  **LOCATION**
Islamabad, Pakistan
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LANGUAGES

- ENGLISH**
Full Professional Proficiency
- URDU**
Native Proficiency

INTERESTS

- SEO
WordPress
Digital Marketing
Movies
Book Reading
Cricket
Gaming

Bilal Khawaja

SEO EXECUTIVE



SUMMARY

I have built my career in the field of SEO and enjoy working as part of a team to solve challenges and find effective solutions. I am passionate about technology and motivated to apply modern SEO practices that deliver results. My goal is to continue developing my skills, stay current with industry trends, and contribute meaningfully to digital growth.



WORK EXPERIENCE

SEO Executive

EZMD Solutions

11/2023 - Present

Rawalpindi, Pakistan

- Conducted keyword research and analysis of several websites to identify the competitors for the relevant niche.
- Worked on modern and latest strategies to rank websites in AI searches (AEO), and implemented the LLM and Semantic SEO techniques.
- My best websites on which I have brought remarkable organic traffic, leads, rankings and keywords are, virtualmedicalassistant.us, beyondinfinityyaba.com, primehealthofnj.com, ezmdsolutions.com, idealsuk.co.uk.
- On-page optimization (Heading Tags, Meta title, Meta description, internal and external links, keywords, etc.
- Blog topics, service, target audience, and location- based pages research through different strategies.
- Conducted off-page SEO activities like quality backlinking using guest posting, HARO backlinking, Business Listings, Social media posts, etc.
- Fixed technical SEO issues like robots.txt file optimization, sitemaps, core web vitals fixing, JavaScript, and HTML Tags issues for mobile and desktop versions of various websites.
- Conducted several website SEO audits to identify areas for improvements and changes according to the on-page, Off-page, and Technical SEO aspects, using manual techniques and also with famous tools like Semrush, Ahrefs, Moz, SEO Quak, and other important SEO-related tools.
- Google Business Profile Optimization through various SEO based strategies for Local SEO.

SEO Executive

Hybrid Mediaworks

08/2022 - 10/2023

Islamabd, Pakistan

- Handled company's and Clients websites for On-Page, Off-Page and Technical SEO.
- Brainstorming various strategies to gain organic traffic and leads on websites.
- Implemented the SEO strategies by keeping the Google policies
- Worked and Learned about Google updates for SEO perspectives and applied best and latest practices.
- Collaborated with other team members to improve the overall SEO performance of the websites.



EDUCATION

The University Of Lahore

- Bachelor of Science in Computer Science.
- Final Year Project in SMS Spam Filtering



SKILLS

SEO		Wordpress	
LLM SEO		Off-Page SEO	
Semantic SEO		Technical SEO	
AEO		Keyword Research and Analysis	
Digital Marketing			



PERSONAL PROJECTS

Website SEO Audits

- Completed website audits of different niches for SEO-related improvements
- Completed the audits manually and also with tools like SEMRUSH, Ashrefs, Uber suggest, MOZ, SEO Quake, etc
- Created 3-4 WordPress websites of various niches by on WordPress, using Elementor, Beaver builder, CSS, HTML.



Achievements

Certification in SEO from Digiskills.

Practically worked on latest On-page, Keyword Research and Analysis, Backlinking, Off-page and Technical SEO techniques and concepts, and implementation on the various websites.

Certification in WordPress from Digiskills

Created WordPress Websites, landing pages, and an E-Commerce store using the WooCommerce plugin, and can create service websites, LMS websites, and blog websites. Created contact forms using contact form 7 and WP Forms. Have also implemented HTML and CSS in WordPress.