



Aayan Zubair

Date of birth: 03/11/2004 | **Nationality:** Pakistani | **Gender:** Male | **Email address:**

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ABOUT ME

Experienced and performance-focused **SEO Specialist** with over 3+ years of success in **On-Page, Off-Page, Technical, Local, and YouTube SEO**. Proven expertise in crafting and optimizing **smart, rank-ready content** for both websites and YouTube. Skilled in **keyword research, content strategy, link building, and technical issue resolution** in collaboration with development teams. Adept at implementing **data-driven SEO strategies** that enhance visibility, drive organic traffic, and deliver measurable business growth.

WORK EXPERIENCE

SEO EXECUTIVE – REAMARC.IO – 01/02/2025 – Current – RAWALPINDI, PAKISTAN

- Managing SEO for **real estate websites** with a focus on lead and local search growth.
- Handling **on-page and technical SEO**, including site audits and performance fixes.
- Conducting **monthly SEO audits** and preparing performance reports via GSC & GA.

SEO SPECIALIST – THE KAIZEN GLOBAL – 01/05/2023 – 28/01/2025 – RAWALPINDI

- Developed and executed comprehensive SEO strategies to increase website traffic and SERP rankings.
- Conducted technical SEO audits, optimized site structure, and improved page speed.
- Performed competitor analysis and keyword research to drive targeted traffic.
- Built high-quality backlinks through guest posting, outreach, and content marketing.
- Tracked and analyzed SEO performance using Google Analytics and Search Console.

SKILLS

SEO Strategies: On-Page, Off-Page, and Local SEO | Keyword Research & Content Optimization | SEO Content Writing | Blog & Article Writing | Technical SEO & Site Audits | Link Building & Outreach | AI Image Designing & Image Optimization

SEO TOOLS

SEO Tools & Platforms

Google Search Console, Google Analytics (GA4), Google Tag Manager, Ahrefs, Semrush, Screaming Frog, PageSpeed Insights, GTmetrix, Lighthouse, Cloudflare, Yoast SEO, Rank Math, Google Keyword Planner, Microsoft Clarity, (CrUX) with Google, Moz.

CREATIVE WORKS

Creative Contributions & SEO Achievements

- Developed high-converting **SEO content and service pages** for real estate websites.
- Managed **local SEO for photographers (US)** and **plumber niche websites (US)** using on-page and off-page strategies.
- Worked on **UK free boiler grant campaigns**, optimizing content for high-intent searches.
- Created **guest post content** to improve backlinks and domain authority.
- Optimized **e-commerce images**, reducing page load time by ~25%.

LANGUAGE SKILLS

Mother tongue(s): **URDU**

Other language(s): **ENGLISH**

● EDUCATION AND TRAINING

CURRENT Rawalpindi, Pakistan

BACHELOR OF COMPUTER SCIENCE Virtual university of pakistan

Website <https://www.vu.edu.pk/>

● INTEREST

INTERESTS

- Exploring new SEO trends and digital marketing innovations
- Writing and sharing SEO insights on Quora and LinkedIn
- AI-driven SEO and content optimization

● LINKEDIN/WEBSITE

<https://www.linkedin.com/in/aayan-seo-consultant/>

● PORTFOLIO

SEO Projects & Website Optimization Work

Link <https://ayanzubair.visualboost.io/>