

Ghulam Abbas

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SEO Specialist

Regarding my skills and Engineering approach, I am seeking a challenging and rewarding position in a dynamic company where I can utilize my strong technical knowledge and skills as an SEO Expert. The SEO is involved in analyzing, reviewing and implementing changes to websites so that it gets optimized for Search engines and gains traffic. The major responsibilities that frame the SEO Executive – executing tests, collecting, analyzing data, results to achieve ROI. Tracking reports, analyzing websites, managing campaigns, optimizing land pages, performing ongoing expansions, researching and implementing SEO recommendations.



SEO Certified

Ghulam Abbas

The bearer of this certificate is hereby deemed knowledgeable about SEO and capable of optimizing a website to perform well in search engines.

Valid from: Mar 6 2025 - Apr 5 2026

Certification code: 733b6c13fcab4e6eabd670fd30c5b0e8

HubSpot Academy

Yamini
CEO Yamini Rangan

A good summation of what the SEO Executive needs to possess is depicted here – proven SEO experience mainly in managing SEO campaigns, in-depth experience with website analytics tools, expertise and knowledge of search engine algorithms.

coursera
project
network

Jul 21, 2025

Ghulam Abbas

has successfully completed

**Search Engine Optimization (SEO) with
Squarespace**

an online non-credit project authorized by Coursera Project Network and offered through
Coursera

Heather Dileepan

Heather Dileepan
Subject Matter Expert
Freedom Learning Group

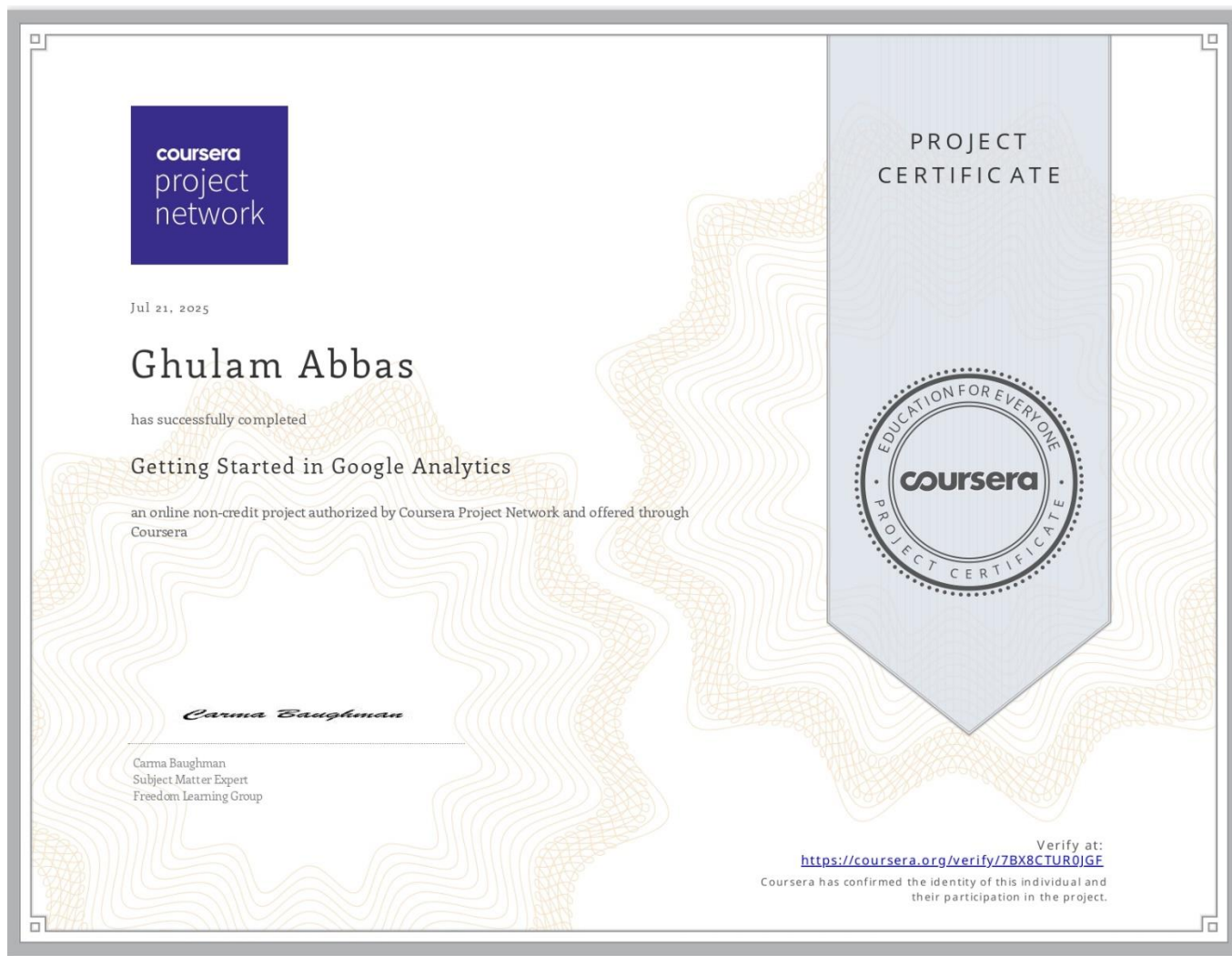
PROJECT
CERTIFICATE



Verify at:
<https://coursera.org/verify/FNAP8809GBFE>
Coursera has confirmed the identity of this individual and
their participation in the project.

Area of Expertise

- *Content Marketing*
- *On- Page SEO*
- *Off-Page SEO*
- *Technical SEO*
- *Local SEO*
- *SEO Audit*
- *Competitor Analysis*
- *Keyword Research and Analysis*
- *Website Audit*
- *SEO Tracking & Analysis*
- *Link Analysis and Toxic Removal*
- *Google Penalty Removal*
- *Google Analytics*
- *Google Search Console*
- *Projects Reporting*



SEO Executive

As an SEO Executive, performing various tasks including keywords research, Off-PageSEO, On-Page SEO, technical SEO, websites management & content development.

- *Performing research, analyze data and developed key insights and action plans*
- *Performing full SEO site audits and analysis (technical, analytics, content, social, etc.)*
- *Developing links building strategies to improve SEO positions for targeted keywords*
- *Monitoring and analyzing SEO, strategies, and making ongoing changes to improve performance metrics*
- *Working closely with clients and projects management team*
- *Managing all SEO projects, reporting on performance audit.*
- *On-Page and Off-Page SEO.*
- *Website's audit.*
- *Keyword's research*
- *Written content for websites blogs and content marketing team.*
- *Produced regular audits monthly performance and progress reports.*
- *Planned and conducted email marketing campaigns, and mentored trainee staff.*

SEO Tools

Google Analytics
Google Search Console
Google Webmaster
Google Keyword planner
SEMRush,
Ahref, Majestic

Personal Qualities

- *Good oral, written and presentation skills.*
- *High tolerance of stress and enjoys responsibilities.*
- *Quick learner with good grasping ability.*
- *Action-oriented and result- focused.*
- *Lead and work as a team member in an organized way.*
- *Planning and greattime management skill*

Education

- *BS IT in (2021) From UOS*
- *ICS in (2016) From CFE College Lahore.*
- *Matriculation with (Math, Computer, Phy, Che) in (2013) from BISE Faisalabad*

Personal Detail

Father Name *Muhammad Hayat*

D.O.B *01-jan-1998*

Gender *Male*

Marital status *Married*

Religion *Islam*

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