

MUHAMMAD USMAN

SEO Specialist

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SUMMARY

I'm a highly accomplished and strategically driven SEO Specialist with 3.5+ years of hands-on experience delivering measurable growth through Local SEO, E-commerce SEO, Technical SEO, and EEAT-focused content strategies. I have a proven track record of transforming underperforming websites into high-performing, lead-generating digital assets for local businesses, e-commerce brands, SaaS companies, med spas, and multi-location organizations. I specialize in improving organic visibility, strengthening search performance, and implementing GEO and AEO strategies to help businesses succeed in today's evolving search landscape.

PROFESSIONAL EXPERIENCE

Reck Vision - SEO Specialist

Oct 2024 - Jun 05, 2026

- ◆ Responsibilities
- Spearheaded comprehensive technical SEO audits and developed customized data-driven ranking strategies for multiple client websites.
 - Architected and implemented full-funnel SEO campaigns covering on-page, technical, content, and off-page optimization.
 - Optimized Google My Business (GMB) profiles to dominate local map pack results and maximize geo-targeted visibility.
 - Produced EEAT-compliant, AI-overview-ranking content aligned with Google's latest quality and generative search standards.
 - Executed advanced Schema Markup and Core Web Vitals optimizations to enhance crawlability and user experience.
- ◆ Key Achievements
- Skyrocketed impressions from 1K → 1.7M+ and clicks from 700 → 7.15K within just 3 months.
 - Generated 100+ qualified leads per month through strategic local SEO and GMB optimization.
 - Secured Top 10 Google Rankings for all major service and location-based pages.
 - Achieved Google AI Overview placements for multiple blog posts.

Sky Technologies - SEO Specialist

Jun 2022 – Oct 2024

- ◆ Responsibilities
- Managed and optimized multiple client websites across cleaning services, home improvement, construction, handyman, safaris, and car rentals.
 - Conducted in-depth keyword research and competitor analysis to identify high-value ranking opportunities.
 - Built high-authority backlink profiles through strategic guest post outreach campaigns.
 - Implemented mobile-first optimization and Core Web Vitals improvements to enhance performance.
 - Developed comprehensive content strategies including SEO blogs, service pages, and location pages.
- ◆ Key Achievements
- Delivered a 10x organic traffic increase for a Dubai-based cleaning company.
 - Boosted conversion rate by 50% through targeted landing page optimization.
 - Achieved an average of 70% traffic growth across all managed client websites.

TOOLS & PLATFORMS

- Ahrefs | SEMrush | GSC | GA4 | WordPress | Local Heatmap | Keywords Everywhere | Google My Business | Screaming Frog | PageSpeed Insights |

SKILLS

- Analytical Thinking | Project Management | Strategic Planning |
- Local SEO | Website Development (WordPress) | Article Writing | Banners And Thumbnails Design

EDUCATION

Bachelor of Science in Software Engineering

2018-2022

The University Of Haripur

CGPA: 3.47

CERTIFICATIONS

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| • SEO Specialization Certificate | Sky Technologies | 2022 |
| • Website Development — WordPress | Future Institute of Technology | 2024 |