

MUHAMMAD AL HASAN

Certified SEO Specialist

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- A seasoned SEO professional with a proven track record of 3 years in the field.
- Proficient comprehension of marketing and business fundamentals.
- Demonstrates flexibility and adaptability in response to evolving SEO algorithms, trends, and user behaviors.
- Dedicated to ensuring the success of businesses in the dynamic landscape of SEO.

EXPERIENCE

CIMALP, United Kingdom — SEO EXECUTIVE

JULY 2021- February 2023

Cimalp UK, a prominent e-commerce company, has entrusted me with the responsibility of executing comprehensive SEO strategies for their diverse clientele.

KBA Technology inc, Florida, United States — Technical SEO specialist.

May 2022, February 2023

I've assumed responsibility for overseeing the technical aspects of KBA Technology's website in the capacity of a technical SEO specialist.

THE TEA STORY, Singapore, Thailand — SEO Specialist

December 2020 - Feb 2022

Over the past year, I have been dedicated to conducting holistic SEO efforts for this company, focused on cultivating organic traffic expansion and implementing effective backlinking strategies.

EDUCATION

J.K High School, Nabiganj, Habiganj — S.S.C

JANUARY 2013- 2017

Nabiganj degree collage, Nabiganj, Habiganj — B.A in marketing

2018 - 2022

SKILLS

- Keyword research and competitor analysis
- On-page and off-page optimisation
- Content Analysis and optimisation
- SEO Auditing
- Technical SEO
- Link building and outreach
- SEO Analytics
- SEO Reporting and Analytics
- Conversion Rate Optimization (CRO)
- Local Business Listings and Directories
- Expert in all SEO tools like Ahrefs, Semrush, Moz, GSC and GA etc.
- Local SEO
- E-commerce SEO
- Understanding of google adwords

CERTIFICATE

- SEMrush SEO Toolkit Exam
- Digital Marketing Institute SEO Certification

References: Available upon request.

LANGUAGES

- English
- Hindi
- Bangla
- Urdu
- Arabic (Conversational)

PROJECTS

1. Objective:

Increase website traffic and conversions for an e-commerce website The consumer company.

Steps:

- Conduct a website audit to identify technical issues.
- Conduct keyword research and competitor analysis to identify high-potential keywords and competitors.
- Optimize product pages to align with target keywords.
- Develop a content strategy to attract and engage potential customers.
- Implement a link-building strategy to improve website authority.
- Conduct regular performance analysis and tracking using tools like Google Analytics.
- Provide regular reporting and updates to the client.

2. Objective:

Increase local search visibility for a small business cleaning company in London.

Steps:

- Conduct a local SEO audit to identify areas for improvement.
- Optimize the Google My Business listing.
- Conduct Complete Local keyword research
- Develop a local content strategy.
- Implement a local link-building strategy.
- Encourage and manage customer reviews.
- Monitor and track local search performance using tools like Google My Business Insights and Google Analytics.
- Provide regular reporting and updates to the client.