



# AQIB JAVED

Rank-Convert-Succeed

## CONTACT

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## EDUCATION

### Course Studied

**FEDERAL URDU UNIVERSITY ISLAMABAD**  
MBA (MARKETING)  
2015-2017

**FEDERAL URDU UNIVERSITY ISLAMABAD**  
BBA (Hons.) MARKETING  
2011-2015

**P.C.I.T COLLEGE RAWALPINDI**  
ICS (COMPUTER SCIENCES)  
2009-2010

**BISE RAWALPINDI**  
MATRICULATION (GENERAL SCIENCES)  
2009-2010

## SKILLS

- Keyword Research
- On-Page SEO
- Technical SEO
- Link Building
- Content Optimization
- Competitor Analysis
- Local SEO
- Analytics and Reporting
- User Experience (UX) Optimization
- Mobile SEO
- Conversion Rate Optimization (CRO)
- E-commerce SEO
- Schema Markup & Structured Data
- Retargeting and Remarketing Strategies
- Content Gap Analysis
- Ms Office Expert



## SEO EXPERT WORK EXPERIENCE

### SEO Expert

#### Quantum Synergy | Bahria Town Phase 7

August 2023 - Present

#### Key Responsibilities:

- Conducted comprehensive keyword research to identify high-impact opportunities for organic growth
- Implemented strategic on-page SEO techniques, including metadata optimization, internal linking, content structuring, and schema markup
- Executed effective off-page SEO strategies, including link building, guest posting, and outreach campaigns to enhance domain authority
- Wrote and optimized SEO-friendly blog articles to support content marketing and increase website traffic
- Performed regular technical SEO audits to identify and resolve issues affecting site performance and crawlability
- Monitored website analytics and search rankings using tools like Google Analytics, Google Search Console, SEMrush, and Ahrefs
- Collaborated with content creators and developers to align SEO strategies with business goals
- Stayed up-to-date with the latest SEO trends, algorithm updates, and best practices to ensure ongoing success.

### SEO Expert

#### Operations Pro | Blue Area, Islamabad

October 2022 - July 2023

#### Key Responsibilities:

- Led on-page SEO strategy for **Acemysaat**, boosting organic traffic and improving search engine visibility.
- Conducted in-depth keyword research, optimizing content to target high-impact keywords and increase engagement.
- Fixed technical SEO issues, including resolving canonical errors, H1 tag duplication, and optimizing site speed.
- Managed backlink strategies to enhance domain authority and improve search rankings for clients like **Agro Excellence Farms** and **Esthetic Care Clinic**.
- Used Google Analytics and Google Search Console to track site performance and implement data-driven SEO improvements.

### Founder | [www.proelectricscooters.com](https://www.proelectricscooters.com)

- Launched and manage proelectricscooters, a blog dedicated to electric scooters in Pakistan, providing valuable insights, reviews, and updates on the electric scooter market.
- Developed and implemented a custom WordPress website, optimizing it for performance, speed, and mobile responsiveness.
- Regularly publish SEO-optimized blog content, driving organic traffic and improving website visibility in search engines.
- Enhanced user experience through consistent updates, design improvements, and content focused on the latest trends in electric scooters.

### Proficient in Leading WordPress Tools

- Elementor Pro: Advanced page builder for creating custom, responsive layouts and dynamic content.
- Yoast SEO: Popular plugin for optimizing on-page SEO, including meta tags, sitemaps, and readability checks.
- Rank Math: SEO plugin for enhancing on-page SEO, generating XML sitemaps, and optimizing content for search engines.
- WP Rocket: Caching plugin for improving website speed and performance.
- WooCommerce: E-commerce plugin for building and managing online stores.
- WPForms: Form builder plugin for creating user-friendly contact forms and surveys.
- UpdraftPlus: Backup plugin to ensure website data safety and quick restoration.