

Contact

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Top Skills

Microsoft Copilot
ChatGPT
Online Marketing

Languages

Urdu (Elementary)
English (Elementary)
Punjabi (Limited Working)

Certifications

Search Ads 360 Certification
Social Media Marketing (Facebook)

Tayyab Akram

SEO | HubSpot | WordPress | Google Search Ads
Islamabad, Islāmābād, Pakistan

Summary

With over 7 years of hands-on experience in SEO, I've worked across diverse industries including Education, Technology, and WordPress-based businesses. I specialize in On-Page, Off-Page, and Technical SEO, helping brands build visibility, drive traffic, and strengthen their online presence.

At a WordPress agency, I've contributed to the SEO and technical content strategy for well-known plugins like Analytify and LoginPress, optimizing performance and engagement through keyword-focused content and data-driven insights.

In addition to SEO, I bring 2 years of experience running Google Search Brand Awareness campaigns for global partners such as HP, Dell, Lenovo, and Microsoft, achieving impressive CTRs of 4%, 7%, 8%, and up to 13% through well-structured ad strategies and continuous performance optimization.

I'm passionate about combining analytics, creativity, and strategy to help businesses grow organically and enhance brand visibility in competitive markets.

Experience

Zones IT Solutions

Website Content Specialist (SEO & Google Ads Search Specialist)

October 2023 - October 2025 (2 years 1 month)

Islamabad, Islāmābād, Pakistan

Tasks/Responsibilities:

1. Keyword Research for Blogs and Campaigns
2. Website Technical SEO Audit
3. Blog Post, News, and White Paper Publishing on Blog
4. SEO strategy Creation & Execution

5. Helping Website Copy and Blog writer with proper keyword research to write the SEO optimized Content.
6. Collaborate with Paid Ad Campaigns team to help them for proper keyword research to optimize their Search engine campaigns
7. Blog post content structure creation by performing proper keyword research and competitor analysis
8. Managing and Publishing the content on hubspot CMS based Zones different platform Zones Innovation Center and TechHub.
9. Technical SEO: Removing/Disavow Toxic Backlinks by submitting on Search Console, 404 errors, redirections (301, 302), Duplicate Content Issues etc..
10. Create and Implement Link building (Off Page SEO) Strategies.
11. Getting free backlinks from Featured.com alternative of HARO and using other strategies like Guest posting, Resource Pages, listing blogs etc...
12. Working on Google Search Ads for Zones Partners (Microsoft, Lenovo, Dell, HP etc.) and Achieve more than 7 to 13% Plus CTR through Google Search (Only Brand Awareness Ads) and Got B2B leads too.

Afzal Corporation Islamabad

On Page & Technical SEO Specialist

October 2022 - August 2025 (2 years 11 months)

Islamabad, Islāmābād, Pakistan

1. Products keyword research
2. Meta Tags and product pages content optimization
3. images optimization and HTML/CSS/JS code file optimization
4. Implementation of Redirections (302, 301)
5. Removing 404 issues
6. Disavow Toxic backlinks by submitting them in search console
7. Website sitemap proper structure setting for fast and proper indexing
8. Removing duplicate content
9. Keyword research for new blogs including creation of proper blog content structure

Roots Millennium School & Colleges - TME

Search Engine Optimization Specialist

July 2022 - October 2023 (1 year 4 months)

Islamabad, Islāmābād, Pakistan

1. Keyword Research
2. Competitor Analysis

3. Off Page SEO Activities (Link Building, HARO Pitches, Guest Posting, Brand Mentions, Link Exchange, Local & International Directory Submission)
4. Content Sharing
5. Website Audit (Technical SEO)

Pixako Technologies (Pvt.) Ltd
Search Engine Optimization Specialist
August 2021 - July 2022 (1 year)
Islamabad, Islāmābād, Pakistan

Working as a SEO Link building expert

1. Guest Posting (Free & Paid)
2. Reach Blog Authors to mention our Products/Services in their blog posts.
3. HARO pitches for free backlink.
4. Submission of Product/Services on review sites (G2, Goodfirms, Trustpilot, Capterra, etc)
5. Website Technical Audit that include
 - i. Website speed optimization
 - ii. Fixing broken links
 - iii. Redirections
 - iv. Duplicate content issues
 - v. Setting sitemap/robots.txt file

WPBrigade
Digital Marketing Executive & Technical Content Writer
October 2020 - August 2021 (11 months)
Sialkot, Punjab, Pakistan

Digital Marketing Executive & Technical Content writer at WPBrigade.

Tasks

1. Technical content writing for WPBrigade plugins (Analytify, LoginPress, Insert Headers and Footers)
2. Blog post writing for plugins blogs (Analytify, LoginPress, Insert Headers and Footers)
3. On-Page SEO
4. Off-Page SEO tasks

1. Promotion and submission of Plugins and company's services on review websites (free & paid)
2. Outreach to different blogs to mention our plugins in their blog posts related to our plugins.
3. Reach different blogs for guest posting (Free & Paid)
4. Submission of affiliate programs on different affiliate directories (free & paid)
5. Free link building platforms for quality backlinks like (HARO, SourceBottle, and journo request)
6. Forums and communities discussion where i mention our plugins and services

Plugins Links

<https://analytify.io>

<https://loginpress.pro>

The Millennium Education

SEO/ SMM expert

October 2017 - May 2020 (2 years 8 months)

Islamabad, Pakistan

1. Keywords Analysis
2. On-Page SEO
3. Social BookMarking
4. Implementation of Social Graphs
5. Website Speed Optimization
6. Social Media Marketing
7. Google Analytics
8. Google/Bing Webmaster Tool
9. Google Adwords
10. YouTube Channel Optimization (Roots Millennium Schools & The Millennium University College)
11. Paid Advertisement On social media platforms (Facebook, Twitter, Instagram, LinkedIn)

Henoz

5 months

SEO Internship

December 2016 - April 2017 (5 months)

Lahore, Pakistan

- 1: Keyword Research
- 2: Website Technical Audit
- 3: Blog Writing (Food Blogs, Tech Blogs (WordPress Themes & Plugins))
- 4: Social Media Marketing (Sharing Content in Groups)
- 5: Google Analytics
- 6: Landing Page Creation (Prototypes and finalize after approval of team lead)
- 7: Google Search Console
- 8: Bing Webmaster Tool

SEO/Blog writer

December 2016 - April 2017 (5 months)

Lahore, Pakistan

Education

Preston University

BS computer science, SEO/Digital Marketing · (2012 - 2016)

Aptech College

Web Designing (Adobe Photoshop), Web Designing · (2013 - 2013)

Siit College Sialkot

ICS, Computer Science · (2008 - 2010)

Govt Pilot Secondary School Sialkot

O Level/Matric, Biology, General · (2006 - 2008)