ABDUL MOIZ ANSARI

SENIOR SEO SPECIALIST

ABOUT ME

Senior SEO Specialist with 4+ years of experience, managing end-to-end SEO for 20+ websites independently across on-page, off-page, technical, local, AEO and GEO. Proven record of increasing organic traffic and achieving top-three Google rankings through SEO audits, keyword research, content optimization and competitor analysis.

WORK EXPERIENCE

Senior SEO Specialist
Digital Eggheads | Jun 2025 - Present

- Develop and execute end-to-end SEO strategies across technical, on-page, off-page, local, AEO and GEO for a multi-industry client portfolio.
- Conduct in-depth technical SEO audits, diagnosing and resolving crawlability, indexation, redirect, duplicate content and Core Web Vitals issues.
- Drive keyword, search intent and competitor research to identify high-value ranking and content opportunities.
- Optimize on-page elements including meta titles, descriptions, heading structure, internal linking, image alt text and schema markup.
- Analyze performance in Google Search Console, GA4 and Semrush, translating insights into prioritized monthly action plans.
- Collaborate with content and development teams to strengthen site architecture, user experience and organic lead generation.

SEO Executive
Dr Abdullah Iqbal | 2024 - May 2025

- Increased website traffic by 40% through on-page SEO and content optimization.
- Achieved top-three Google rankings for priority target keywords.
- Carried out keyword and search intent research, mapping target keywords to service and blog pages.
- Optimized meta titles, descriptions, headings, internal links and image alt text across the website.
- Delivered ongoing technical SEO fixes and tracked progress in Google Search Console and GA4.

Junior SEO Executive
Increase Rev | 2021 - 2023

- Executed keyword research across multiple client websites.
- Optimized content against target keywords and search intent.
- Ran competitor analysis to find keyword and content gaps.
- Supported on-page work on meta titles, descriptions and headings.
- Assisted off-page SEO through link building and listings.

CONTACT

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Location: Karachi, Pakistan (open to remote)

EDUCATION

Intermediate, Commerce
Board of Intermediate Karachi
2015 - 2017

SHORT COURSES

Digital Marketing (2 months)
Rangoonwala Community Centre

Advanced Google Analytics
Google Analytics for Business

Content Marketing and SEO Fundamentals
Semrush

Claude Code 101
Anthropic

AI Fluency: Framework & Foundations
Anthropic

Claude 101
Anthropic

TOOLS & PLATFORMS

- Google Search Console
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Ahrefs
- SEMrush
- Screaming Frog SEO Spider
- Moz Pro
- Google Keyword Planner
- Google Trends
- Google PageSpeed Insights
- Google Business Profile
- Bing Webmaster Tools
- WordPress
- Shopify
- WooCommerce
- Wix
- Yoast SEO
- Rank Math SEO
- Surfer SEO
- ChatGPT
- Claude AI
- Google Gemini
- Perplexity AI
- Microsoft Copilot