

MUHAMMAD NOUMAN

Certified SEO Expert & SEO Specialist, I alter businesses by sending revenue producing organic traffic to websites.



+971 52 890 6696 @ Nomankhan840@yahoo.com www.nouman.ae
703 Aspin Tower, Sheikh Zayed Road, Dubai

SUMMARY

I'm a well-known SEO expert in Dubai, having more than 3 years of experience. I help local & international brands with my optimistic handcrafted strategy to generate more leads. I help businesses to boost their organic rankings by improvising better marketing tactics. I'm committed to delivering cost-effective solutions to the most exciting brands.

EXPERIENCE

SEO Specialist

Tapedaily 03/2018 - 08/2019 Rawalpindi, Pakistan

Key Areas of Responsibility:

- Strong understanding and experience with Google Analytics, able to make data-based decisions.
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Identifying new opportunities and recommendations for improving client's organic search rankings, traffic, and conversions
- Attain multiple Google top 10 ranking positions for money keywords
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific
- Lead the industry through the implantation of sound SEO strategies and tactics that are results-oriented
- Provide training and education within the company to help individuals build their SEO expertise and on-board new joiners
- Review and approve the work of in-house and outsourced SEO team

SEO Expert

ISplended 03/2017 - 02/2018 Karachi, Pakistan

Major Responsibility:

- Executing Local SEO strategies across all of our markets
- Strong understanding of technical SEO – including technical site issues that can affect organic rankings, crawl issues, google webmaster tools, link detox and much more
- Identify new content opportunities and strategies, leading the content team to execute the ideas
- Implementing both on-site and off-site SEO strategies
- Collaborate with marketing teammates to maintain a consistent brand voice and message across all campaigns
- Staying up-to-date with the latest trends and changes in SEO, PPC, social, and potential new channels and strategies
- Audit Websites for SEO, Develop and Execute Off-Page SEO Strategy

INTERNATIONAL SEO PROJECTS



10+ SEO Projects

Did different SEO projects and increase 80% success rate for all my local and international clients.



VeQuill

Some targeted Keywords that are ranking in top 3 on google are given below:

- >fake vans
- >funny Instagram poll questions
- >parallel line tattoo meaning
- >bad broccoli
- >pumice stone armpit
- >how to have a fever using garlic
- >suspended in definitely meaning
- >two lines tattoo



Mapovate

Some targeted Keywords that are ranking in top 3 on google are given below:

- >What is a touchpoint
- >Journey mapping software
- >how to value your employees
- >customer journey mappings software
- >customer journeys software
- >valuing employees in the work place



Hongkiat

Some targeted Keywords that are ranking in top 3 on google are given below:

- >Simple tattoos
- >Assistive touch
- >Funny emojis
- >Anonymous chat apps
- >3d street art
- >Social experiments
- >free cad programs
- >anonymous email
- >best emulators
- >free fonts for commercial use



SuperPay

Some targeted Keywords that are ranking in top 3 on google are given below:

- >Make money online paypal
- >Earn paypal money
- >Make money with paypal
- >Star learning today
- >Earn money via paypal
- >Earn through PayPal

EXPERIENCE

SEO Analyst

Universal property network

📍 Lahore, Pakistan

📅 10/2016 - 02/2017

Main Areas of Responsibility:

- Take SEO Audit and generate Speed optimization report
- Build the SEO function across all territories & languages we operate
- Provide solution for all On page SEO issues
- Working closely with the product and development team to advise and oversee site changes and technical SEO requirements
- Implement technical SEO on all websites to meet the google standards
- Optimize website loading speed
- Experience in SEO Strong understanding of Search Engine Optimization (SEO) process
- Experience working with popular keyword tools (Google etc)
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools-
- Knowledge of PPC programs and optimizing data gathered from both organic and paid sources

LOCAL SEO PROJECTS

AirManiax

Indoor Park in Dubai

📅 03/2019 🌐 <https://www.airmanix.com/>

Some targeted Keywords that are ranking on the first page:

- >Dubai indoor park
- >Indoor park Dubai
- >Inflatable Park Dubai
- >Inflatable indoor park Dubai
- >Kids activities in Dubai
- >Birthday party in Dubai

Helmii

Shop Luxury Beds & Furniture Online

📅 02/2019 🌐 <https://helmii.com/>

Some targeted Keywords that are ranking on the first page:

- > beds in Dubai
- > UK mattress Dubai
- > Dubai kids mattress
- > kids bunk beds
- > beds Dubai
- > kids furniture in Dubai
- > mattress in Dubai

Art Dubai

Leading International Art Fair

📅 08/2018 🌐 <https://www.artdubai.ae/>

Some targeted Keywords that are ranking on the first page:

- > art Dubai
- > contemporary art Dubai
- > fine art Dubai
- > Dubai art market
- > art exhibition
- > art season
- > art talks
- > Dubai week
- > art gallery

INTERNATIONAL SEO PROJECTS



TBI Mauritius

Some targeted Keywords that are ranking in top 3 on google are given below:

- >Business Consultants Mauritius
- >Commissioner for oaths in Mauritius
- >Real estate legal advice in Mauritius
- >Business advisor Mauritius
- >Business consultants in Mauritius
- legal assistance firm Mauritius
- >legal services Mauritius
- >Outsourcing services Mauritius
- >Real Estate Legal Consultant Mauritius
- >Relocation to Mauritius

EDUCATION

Bachelors in Computer Software Engineering

Foundation University Islamabad

📅 09/2012 - 09/2016 📍 Islamabad, Pakistan

Intermediate in Pre Engineering

Nisar Shaheed Degree College Raisalpur

📅 04/2009 - 05/2011 📍 MARDAN, PAKISTAN

Martrication in Science

Peshawar Model School Mrdan

📅 2008 - 2009 📍 MARDAN PAKISTAN

SEO TOOLS THAT I USE

SEO Audit Tools

Semrush Moz SEO Site Checkup

Screaming Frog Seoptimer

PageSpeed Insights GTmetrix

Keyword Research Tools

Long Tail Pro Google Search Console

Google Trends Ahrefs Keywords Explorer

Semrush Google Keyword Planner

BuzzSumo Keywords Everywhere

Backlinks Tools

Ahrefs Open Site Explorer Semrush

Google Search Console

LOCAL SEO PROJECTS

Down Town Design

Discover high quality original design

📅 09/2018 🔗 <https://www.downtowndesign.com>

Some targeted Keywords that are ranking on the first page:

- > design days
- > ideal standard Dubai
- > purity Dubai
- > aati
- > tashkeel Dubai
- > preciosa Dubai
- > nordic homeworkx
- > UAE design

KitenSurf

Watersports&equipmentrentalserviceinDubai

🔗 <https://www.kitensurf.ae/>

Some targeted Keywords that are ranking on the first page:

- > hydrofoil surfing Dubai
- > kitesurfing lessons in Dubai
- > kitesurfing school in Dubai
- > kitesurfing equipment for sale in Dubai
- > kitesurfing in Dubai
- > kiteboarding in Dubai
- > kiteboarding lessons Dubai
- > Paddleboarding
- > paddleboard classes Dubai
- > sup Dubai
- > stand up paddle boards Dubai
- > rent sup in Dubai
- > kayaking in Dubai
- > kayak rental Dubai
- > windsurfing lessons in Dubai
- > wind surfing Dubai

Muhammad Nouman Portfolio

Provide SEO Consultancy in Dubai

🔗 <https://www.nouman.ae/>

Some targeted Keywords that are ranking on the first page:

- > Certified SEO Expert
- > SEO Expert in Dubai
- > SEO Specialist in Dubai
- > Dubai SEO Expert

FIND ME ONLINE

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Nouman.ae

REFERENCES

References available upon Request.

SEO TOOLS THAT I USE

Other

CrazyEgg

Post Planner

Buffer

INDUSTRY EXPERTISE

Search Engine Optimization



SEO Tools



Digital Marketing



LINK BUILDING



Web Development



CERTIFICATION

Microsoft Office 365 Administration Training

ITCS - 2015

WEB TECHNOLOGIES CERTIFIED

ITEC KHYBER PAKHUTUNKHWA - 2017

SEO EXPERT TRAINING

GREENHATWORLD- 2017

CERTIFIED DIGITAL MARKETING EXPERT

KPITB - 2018

DIGITAL MARKETING CERTIFIED

DIGISKILLS - 2018

CERTIFIED FREELANCER

DIGISKILLS - 2018

CERTIFIED WORDPRESS DEVELOPER

DIGISKILLS - 2019

Certified SEO Expert

DIGISKILLS - 2019