

CONTACT

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Location: Islamabad, Pakistan

ATTIQUE SHEHZAD

PROFILE SUMMARY

- Results-driven SEO Specialist with 4+ years of experience in Search Engine Optimization, WordPress Management, Content Optimization, and Organic Growth Strategies.
- Skilled in On-Page SEO, Off-Page SEO, Technical SEO, Local SEO, and Content Marketing with proven expertise in increasing website rankings, traffic, and conversions.
- Experienced in keyword research, competitor analysis, website audits, link-building campaigns, and technical issue resolution.
- Strong understanding of Google Search Console, Google Analytics 4 (GA4), Ahrefs, SEMrush, Screaming Frog, and other industry-leading SEO tools.
- Experienced in implementing modern AI-driven SEO strategies including AEO (Answer Engine Optimization), GEO (Generative Engine Optimization), and AI Search Optimization for ChatGPT, Gemini, Perplexity, and other AI-powered search platforms.
- Excellent analytical and problem-solving skills with the ability to develop data-driven SEO strategies that generate measurable results.

TECHNICAL SKILLS

- Complete Search Engine Optimization (SEO)
- On-Page SEO

- Off-Page SEO
- Technical SEO
- Local SEO
- E-Commerce SEO
- Enterprise SEO
- WordPress SEO
- Shopify SEO
- Keyword Research & Competitor Analysis
- Content Strategy & Content Optimization
- Internal Linking Optimization
- Schema Markup Implementation
- Core Web Vitals Optimization
- Website Speed Optimization
- Link Building & Outreach
- Citation Building
- Guest Posting
- Google Business Profile Optimization
- SEO Audits
- Backlink Analysis
- Conversion Rate Optimization (CRO)
- Answer Engine Optimization (AEO)

- Generative Engine Optimization (GEO)
- AI Search Optimization
- Entity SEO
- Semantic SEO
- Topical Authority Building
- SEO Content Planning
- Google Analytics 4 (GA4)
- Google Search Console
- Google Tag Manager
- Ahrefs
- SEMrush
- Screaming Frog
- Surfer SEO
- Rank Math SEO
- Yoast SEO
- Microsoft Clarity
- WordPress
- Elementor
- HTML & CSS (Basic SEO Implementation)
- ChatGPT & AI SEO Workflows

WORK EXPERIENCE

ByteTech Solutions | 2025 – Present

SEO Specialist

My responsibilities include the following but are not limited to:

- Conduct comprehensive SEO audits to identify technical, on-page, and off-page opportunities.
- Perform advanced keyword research and competitor analysis to improve organic rankings.
- Optimize website architecture, metadata, heading structures, and internal linking strategies.
- Monitor website performance through Google Analytics 4 and Google Search Console.
- Develop and execute link-building campaigns to improve domain authority and search visibility.
- Implement schema markup and structured data to improve SERP appearance.
- Improve Core Web Vitals and page speed metrics for better user experience and rankings.
- Optimize content for featured snippets, People Also Ask results, and AI-generated search experiences.
- Create AEO and GEO strategies to increase visibility across AI-powered search platforms.

FAJ IT Solutions | 2024 – 2025

SEO Professional

My responsibilities include the following but are not limited to:

- Managed SEO campaigns for local and international clients.

- Conducted website audits and resolved technical SEO issues.
- Created and optimized SEO content strategies based on search intent and topical authority.
- Built high-quality backlinks through outreach, guest posting, and niche-relevant placements.
- Optimized Google Business Profiles to improve local search rankings.
- Tracked keyword rankings, traffic growth, and conversion performance.
- Collaborated with content writers and web developers to implement SEO best practices.
- Performed competitor analysis and developed growth-focused SEO roadmaps.

DIGI HUB Jauharabad | 2021 – 2023

SEO Specialist

My responsibilities include the following but are not limited to:

- Conducted keyword research and content optimization.
- Implemented on-page SEO strategies including title tags, meta descriptions, heading optimization, and image SEO.
- Assisted in technical SEO audits and website performance improvements.
- Built foundational backlink campaigns and local citations.
- Managed WordPress websites and optimized pages using Elementor.
- Monitored SEO performance and prepared monthly reporting dashboards.

PROJECTS

- BizBen.com

- Alqulubtrust.org
- Fajservices.ae
- Fajservice.ae
- FajProfessional.ae

EDUCATION

Bachelor of Science in Information Technology (BS-IT)

Virtual University (2023 – Present)

Associate Degree Program

LANGUAGES

- English
- Urdu