

Sajida Niaz

SEO Specialist

Contact

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- Sargodha, Pakistan
- [Sajida Niaz](#)

Skills

- On-Page SEO: Keyword optimization, meta tag creation, content analysis.
- Off-Page SEO: Backlinking, SILO structure, social media integration.
- SEO Tools: Google Analytics, SEMrush, Ahrefs, Moz, Google Search Console.
- Content Optimization: Content creation, blog writing, and content strategy.
- Technical SEO: Image optimization, mobile responsiveness, site speed analysis.
- Research & Analysis: In-depth SEO research using various digital marketing tools.
- Data Management: SEO data tracking, dashboard maintenance, and reporting.

Language

- English
- Urdu

Summary

Results-driven SEO Specialist with a passion for optimizing online presence and maximizing web traffic. Adept in both On-Page and Off-Page SEO strategies, leveraging advanced SEO tools to enhance search engine rankings. Demonstrated ability to manage content optimization, link-building, and detailed analytics to boost brand visibility and engagement across various platforms.

Education

Masters of Arts University Of Sargodha	2014-2016
Bachelor of Arts Punjab University	2011-2013

Experience

SEO Specialist At PLYXIO	2024
Managed backlinking strategies and SILO structure, boosting domain authority and increasing organic search traffic. Optimized images and implemented technical SEO best practices to ensure fast, efficient loading times.	
SEO Executive At Gaditek	2023
Spearheaded daily content publishing across multiple regions, focusing on SEO optimization for blog posts and articles. Utilized Google Analytics to monitor and report on ranking progress and ensure ongoing optimization of published content	
Content Writer At My Solutions	2022
Worked as a content writer with many clients. I also Prepared web content for Blogging websites, affiliate websites, and educational websites.	