

UZAIR NUSRAT

SEO EXECUTIVE

CONTACT

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SKILLS

- Link Building Strategy
- On-Page SEO
- Guest posting
- Off Page SEO
- Effective Communication
- Forum posting & community engagement

LANGUAGES

- English (Fluent)
- Urdu (Fluent)

PROFILE

Off-Page SEO Specialist with 3 years of hands-on experience in building quality backlinks and improving website authority. Skilled in guest posting, link outreach, competitor backlink research, and using tools like Ahrefs, SEMrush, and Moz to track link growth. Good understanding of Google's guidelines and focused on safe, white-hat link building methods that bring long-term results.

WORK EXPERIENCE

Cloud Innovators Solution

July 2025 - Present

SEO Executive

- Built high-quality backlinks through guest posting and outreach, improving domain authority and organic search rankings steadily each month.
- Conducted competitor backlink analysis using Ahrefs and SEMrush to identify new link opportunities and strengthen overall website link profile.
- Submitted business listings to relevant directories and citation sites, improving local SEO visibility and search engine trust signals.
- Managed online review generation and reputation building on Google, Trustpilot, Bark, Google Business Listing, and industry platforms to boost brand credibility and trust.
- Monitored keyword rankings daily using Google Search and SEMrush, analyzing fluctuations and adjusting link-building strategy accordingly for better results.

Techno Cloud (PVT) Limited

OCT 2022-JAN 2024

Junior SEO Executive

- Conducted competitor backlink analysis to identify link-building opportunities and strengthen SEO strategies.
- Published internal blog content based on trending Google Trends topics, driving fresh traffic and creating natural internal linking opportunities regularly.
- Researched target keywords using Google Keyword Planner to identify high-volume search terms, supporting content and link building strategy effectively.
- Found high-quality guest post opportunities through social media and Google search, targeting sites with good domain authority and relevant niche.

EDUCATION

Intermediate in Pre Engineering

2012 - 2014

Superior Science College

Bachelor in Computer Science

2015 - 2019

National College affiliated to Karachi University