

Muhammad Zohaib Ameer

Local SEO Specialist | Technical, On-Page & Off-Page SEO | AEO & GEO for AI Search | Semrush, Ahrefs, IBM & Google Certified

Lahore, Pakistan · muhammadzohaibameer710@gmail.com · +92 344 4291403 · linkedin.com/in/muhammad-zohaib-local-seo-expert

PROFESSIONAL SUMMARY

SEO Specialist now focused on Local SEO — Google Business Profile optimization, citation building, and city/service-area page architecture — for service businesses competing in the local pack, alongside technical, on-page, off-page, and AI-search (AEO/GEO) work for broader clients. Ran local citation campaigns across multiple client accounts at Web20Ranker, and delivered local service-area site builds with full schema markup for freelance clients. Also placed 700+ guest posts and authority backlinks, secured 30K+ USD in premium link value, and drove 50% organic traffic growth in two months. Certified by Semrush, Ahrefs, IBM, Google, and UC Davis. Seeking a full-time remote Local SEO / SEO role with an international, distributed employer.

CORE COMPETENCIES

Local SEO & Google Business Profile (GBP) Optimization

Technical SEO & Site Audits

On-Page SEO & Content Optimization

Off-Page SEO & Link Building

Local Citation Building & NAP Consistency

AEO / Answer Engine Optimization

GEO / Generative Engine Optimization

Local Schema Markup (LocalBusiness, Service, FAQ)

Keyword Research & Competitor Analysis

Google Search Console & Google Analytics

Core Web Vitals & Page Speed

Internal Linking & Site Architecture

WordPress Optimization

PROFESSIONAL EXPERIENCE

Freelance Link Builder (Off-Page SEO) at **97th Floor** *(Remote)* 2022 - 2024

- Started the SEO journey as a freelance off-page specialist, taking outsourced link-building projects for clients including 97th Floor.
- Built foundational expertise in outreach, guest posting, and backlink strategy — the base for later expansion into on-page and technical SEO.

SEO Expert at **Mathieu (Freelance Client)** *(Remote)* May 2024 - Jul 2024

- Expanded from off-page into full on-page SEO: drove 50% organic traffic growth within two months through precise keyword targeting and content optimization.
- Achieved top-page rankings for 10+ competitive keywords via on-page SEO and strategic link building.

Link Builder at **Wondershare Filmora** *(Remote)* Jul 2024 - Mar 2025

- Secured hundreds of premium backlinks from top global publishers including TechRadar, MakeUseOf, and Medium, generating SEO value worth 30K+ USD.
- Published high-authority guest posts and content partnerships that boosted Filmora brand visibility across international markets.

Freelance SEO Consultant at **OvaVerse** *(Remote)* 2024 - Sep 2026

- Formalized freelance work into OvaVerse, an independent SEO practice covering technical, local, on-page, off-page, and content SEO for international clients.
- Placed 700+ guest posts and authority backlinks for clients through direct outreach, raising domain authority and rankings.
- Manage keyword research, content optimization, and link-building campaigns end-to-end, reporting with Google Search Console, Ahrefs, and Semrush.

SEO Specialist (Citations) at **Web20Ranker CS** *(Remote)* Dec 2024 - Mar 2025

- Managed local SEO citation building across multiple concurrent client campaigns to grow Google Business Profile and local search presence.
- Audited and corrected inconsistent and duplicate NAP citations across high-authority directories to reinforce local rankings.

Website Management & SEO Consultant at **Wellneq** *(Singapore, Remote)* Apr 2025 - Sep 2026

- Manage end-to-end website operations — content updates, site structure, and ongoing SEO health monitoring — on WordPress.
- Resolve indexing issues and optimize crawlability via Google Search Console, alongside conversion-focused content strategy.

SEO Specialist at **Metaviz** *(Lahore, Pakistan)* Jul 2025 - Sep 2026

- Moved from solo freelance into agency team-based SEO at Metaviz — extensively applying and sharpening the full SEO skill set (technical, on-page, off-page) across the company's top client accounts, spanning international markets in the UAE and USA.

- UAE: technical and on-page SEO for OREZ (BigCommerce architectural-films store) and TeckWrap UAE, including full site audits and keyword-content roadmaps.
- USA: technical audits, page-title/meta rewrites, and backlink disavow cleanup for American Deck Builders / The Custom Deck Guys; found and fixed an accidentally noindexed revenue page (/online-ordering/) for Serendipity Catering (Denver).

SEO Manager (Personal Project) at Bettafishh.com *(Remote)* Jan 2026 - Sep 2026

- Built and manage a betta fish and aquarium-care niche blog, scaled to 70+ SEO-optimized articles with FAQ schema markup.
- Execute a keyword-driven content strategy targeting informational search intent, growing organic impressions and indexed pages.

KEY PROJECTS

TheMoneyCalcs — Built and ranked a personal-finance website of 58 calculators engineered for organic search; verified in Google Search Console and Bing Webmaster Tools.

HeatPumpCalcs.co.uk (heatpumpcalcs.co.uk) — Launched a 67-page UK heat-pump calculator site targeting high-intent organic search using a programmatic SEO structure.

SKILLS & EXPERTISE

SEO Expertise: Technical SEO, On-Page SEO, Off-Page SEO, SEO Strategy, Keyword Research, Competitor Analysis, SERP Analysis, Search Intent Mapping, Organic Search Growth

Local SEO & GBP: Google Business Profile (GBP) Optimization, Citation Building & Cleanup, NAP Consistency, Local-Pack / Map-Pack Visibility, City & Service-Area Page Architecture, Local Schema (LocalBusiness, Service, FAQ), Local Link Building

AI Search (AEO & GEO): Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), AI Overviews Optimization, LLM / AI Citation Visibility, Entity & Topical Authority, Structured Data for AI Answers, Prompt Engineering for SEO Workflows, AI-Assisted Content Production

Link Building & Off-Page: Guest Posting, Backlink Building, Backlink Outreach, Niche Edits, Anchor Text Optimization, Backlink Analysis, Domain Authority Growth, Publisher Relationships

Content & On-Page: SEO Content Writing, Content Optimization, Content Marketing, Meta Titles & Descriptions, Schema Markup, Internal Linking, Editorial / Content Strategy, Conversion-Focused Content

Technical Optimization: Site Audits, Core Web Vitals, Page Speed Optimization, Crawlability & Indexation, XML Sitemaps, Error Fixing, Site Architecture

Soft Skills: Remote & Async Collaboration, Team Collaboration, Leadership, Problem-Solving, Adaptability, Stakeholder Communication

Tools & Platforms: Google Business Profile, Google Search Console, Google Analytics, Ahrefs, Semrush, Moz, Ubersuggest, WordPress, Elementor

EDUCATION

BS Computer Science — University of Management and Technology (UMT), Lahore Sep 2021 - Jul 2025
Four-year degree with coursework relevant to web technologies and technical SEO.

FSc Pre-Medical — BISE Sargodha 2019 - 2021
859/1100 (A- grade)

CERTIFICATIONS

Search Engine Optimization (SEO) Specialization — University of California, Davis (ID: A8G20LF3ZGXE) Aug 2026

Technical SEO and AI Search Essentials with Semrush — Semrush Academy (ID: 58fd3d0f2b) Aug 2026

Off-Page SEO and AI Search Essentials with Semrush — Semrush Academy (ID: cdc2a7f070) Aug 2026

Certified in Ahrefs' Marketing Platform — Ahrefs (ID: c1bc90d699f24df092d29e2566f72b23) Aug 2026

SEO Mastery: From Fundamentals to GenAI and GEO Strategies — IBM / SkillUp (ID: 5I6J8R5AX7CA) Aug 2026

Google AI Essentials Specialization — Google (ID: OTF8JFZVSVH7) Aug 2026

SEO Masterclass with AI SEO: Beginner to Advanced (2026) — Alex Genadinik (ID: THVD8Q9SPXM3) Aug 2026

LANGUAGES

English (Professional Working Proficiency), Urdu (Native)