

Muhammad Hanzala Saleem

SEO Specialist | Local SEO | AI Content Writer

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2.5+	600+	39+	31	37K
Years of hands-on SEO work	SEO articles written	Pages rewritten for one new roofing site	Page local SEO site built for a Denver client	Monthly organic visits on my first site (Ahrefs)

PROFILE

SEO Specialist with **2.5+ years** of hands-on experience in local, on-page, off-page and technical SEO. **Every site I handled got its own strategy**, based on its niche, competition and goals. I grew my first personal website to position 5 for a keyword with 515K monthly searches, then sold it. At Hexions SEO Agency I handled content, citations and backlinks for live US roofing, cleaning, HVAC and garage door sites. I also plan website layouts, and I use prompt engineering to get exactly the output I need from AI.

EXPERIENCE

SEO and Social Media Support (Freelance)
IMG to images (imgtoimages.com) · Remote — Oct 2026 – Present

- Handle backlinks, citations and social media for an online image conversion tool, with brand visuals that follow its logo and colors.

Local SEO Specialist (Intern, then Full-Time)
Hexions SEO Agency · Multan, Pakistan — 8 Jun – 30 Sep 2026

- **Arlington Roofing (arlingtonroofing.us):** took a brand-new site with no backlinks and rewrote or expanded **39+ pages**: service, area and FAQ pages, plus meta data.
- Fixed keyword cannibalization and slugs, planned 301 redirects, and added FAQ sets for answer engines on about **20 service pages**.
- Built a 4-tier citation plan with **20+ directories** and ran backlink articles to key service pages.
- **Garage Door Repairs (garagedoorsrepairs.us, Denver):** planned the layout and page flow, and built the full **31-page** WordPress (Kadence) rank-and-rent site. Wrote **29+ blog articles**.
- Did keyword and competitor research, made a 30-day ranking plan and a backlink target list, and added schema (LocalBusiness, Service, FAQPage, BreadcrumbList) with Rank Math.
- **Each site had its own strategy.** Also worked on Asheville Roofing, Miss A Clean (5-tab rank and gap tracker), AC Repair Arkansas (citations), Nordic Socks and GenAI Pro (articles and backlinks).

Tools: Google Search Console · Ahrefs · Semrush · Screaming Frog · WordPress · Rank Math · Excel

Off-Page SEO Specialist (Freelance)
The Toca Life (thetocalife.net) · Remote — Nov 2024 – Jun 2025

- Ran white-hat backlink strategies with forum and profile links to lift rankings and domain authority.
- Researched competitor backlinks and tracked results in Search Console.

Off-Page SEO Specialist (Freelance)
Dubai Off Plan Properties (offplansearch.ae) · Remote — Jul 2024 – Dec 2024

- Ran white-hat, contextual link building to improve rankings and domain authority for a UAE real estate site, and wrote its social media post copy.

SEO Specialist (Team Lead from Aug 2024)
KlixUp Digital Marketing Agency — 15 Apr 2024 – Oct 2024

- Wrote **600+ SEO articles** (AI-assisted, edited by hand) for sgeats.net, a Singapore restaurant menu guide: menu, outlet and price pages with FAQs and meta data.
- Built **100+ citations** for a US botanica business and wrote location-based articles for a restaurant site in Canada.
- Did guest posting, directory submissions and basic on-page audits. Designed banners and thumbnails.

PROJECTS

DamanApp.org My first personal SEO project
Gaming niche website · built from scratch

Aug 2024 – Apr 2025

- Built the site on WordPress, wrote blog articles for low-competition keywords, and did keyword research, on-page SEO, internal linking and off-page work to rank the main keyword. Sold the site in April 2025.

37.2K monthly organic visits (Ahrefs) | **Position 5 for "daman app" · 515K searches**

GetTekken3APK.com (2025, learning project, no longer live): improved content, headings and on-page SEO with WordPress and Yoast, and reviewed indexing and schema in Search Console.

Counslo.com (client via LinkedIn, completed): wrote backlink content with natural anchor text for a study abroad consultancy.

WEBSITE AND TECH WORK

- **Website design:** I plan the layout and page flow, AI writes the code from my direction, and I test and fix every page on the live site. I used this method for the 31-page Garage Door Repairs site at Hexions, including its blog sidebar layout.
- **Custom build:** made a review plugin for WordPress in 2025 with AI, and set up custom PHP so the site footer updates by itself with each new article.
- **Working knowledge** of Supabase, GitHub and workflow automation.

SKILLS

SEO	Local SEO · On-page · Off-page and link building · Technical SEO · Keyword research · Competitor analysis · Citation building · Content strategy · Internal linking · SEO audits · Schema · AEO content · Rank and rent
SEO TOOLS	Google Search Console · Google Analytics · Ahrefs · Semrush · Moz · Screaming Frog · Rank Math · Yoast SEO
WEBSITE BUILD	WordPress · Kadence · Layout and page flow · Custom plugin · PHP · HTML and CSS · Fluent Forms · Redirects and crawl fixes
AI AND TECH	AI content writing · Prompt engineering · Social media ad visuals · Canva · Supabase · GitHub · Automation · Excel and Google Sheets · Microsoft Office

EDUCATION

BS Business Economics
Bahauddin Zakariya University, Multan
2023 – Present · Expected May 2027

Intermediate (I.Com)
Superior College, Multan
2021 – 2023

Matriculation (Science)
The Educators Police Public School, Multan
2019 – 2021

Leadership: Deputy Chief, Student Voice Leaders, Superior College, Multan. Received a college medal for excellent service. **Languages:** English, Urdu.

References available on request