Faizan Arshad

SEO Specialist and Digital Marketing professional with hands-on experience in keyword research, on-page SEO, technical SEO, local SEO, link building, and website optimization. Skilled in analyzing website performance, identifying SEO opportunities, improving search engine visibility, and implementing effective strategies to support organic growth. Passionate about digital marketing and continuously developing expertise in SEO and website optimization.

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WORK EXPERIENCE

Digital Clause

SEO Intern May-2025 - August-2025

- Conducted keyword research to identify relevant and high-potential keywords.
- Assisted with on-page SEO optimization for website pages and content.
- Optimized meta titles, meta descriptions, and heading tags.
- Performed competitor analysis to identify SEO opportunities and strategies.
- Conducted basic technical SEO audits to identify website issues.
- Worked on internal linking strategies to improve website structure and navigation.
- Assisted in optimizing website content according to search intent and SEO best practices.
- Monitored keyword rankings and organic search performance.
- Used Google Search Console to identify indexing and website performance issues.
- Researched and implemented SEO strategies to improve website visibility and organic traffic.

EDUCATION

Lahore Leads University

BSCS september 2026 - september 2030

Aspire Groups of Colleges DHA Campus

Intermediate August-2024 - August-2026

Government High School Lidhar

Matriculation May-2022 - July-2024

PROJECTS

Digital Clause

Worked as an SEO Intern at Digital Clause, gaining practical experience in keyword research, on-page SEO, technical SEO, website audits, competitor analysis, and internal linking. Assisted in optimizing websites according to SEO best practices and identifying opportunities to improve organic search performance and website visibility.

Ecofold Packaging

Worked on the SEO optimization of Ecofold Packaging, focusing on keyword research, on-page SEO, content optimization, meta titles and descriptions, internal linking, and website structure improvements. Identified opportunities to improve organic search visibility and enhance the overall SEO performance of the website.

Calculadora Matematica

Performed SEO research and website optimization activities for Calcudra Matimaca. Focused on keyword analysis, on-page optimization, technical SEO improvements, content optimization, and competitor research to identify opportunities for improving search engine rankings and website visibility.

SKILLS

- SEO
- Ecommerce SEO
- Technical SEO
- On-Page SEO
- Keyword Research
- SEO Audits
- Link Building
- WordPress SEO
- Content Writing
- Digital Marketing

CERTIFICATE

Digital Marketing
Completed practical training in Digital Marketing with knowledge of SEO, social media marketing, content marketing, keyword research, website optimization, and online marketing strategies. Developed an understanding of digital platforms and techniques used to improve brand visibility, website traffic, audience engagement, and overall online presence.

LANGUAGE

ENGLISH

URDU

PUNJABI