M. ISMAIL KHAN

SEO Manager | Technical SEO Specialist | Organic Growth Strategist

PROFESSIONAL SUMMARY

SEO Manager with 4+ years of experience specializing in technical SEO, organic growth strategies, keyword research, website optimization, and SEO performance analysis. Experienced in improving search visibility, optimizing websites, analyzing search data, and implementing data-driven SEO campaigns to achieve measurable digital growth.

CORE SKILLS

Technical SEO • SEO Strategy • On-Page & Off-Page SEO • Keyword Research • SEO Audits • Competitor

TOOLS & TECHNOLOGIES

Google Search Console • Google Analytics 4 (GA4) • Ahrefs • Semrush • Moz • Screaming Frog

PROFESSIONAL EXPERIENCE

SEO Manager

2026 - Present

Getweys Ltd | Karachi, Pakistan

- Develop and execute SEO strategies to improve organic rankings, search visibility, and website performance.
- Conduct technical SEO audits, identify website issues, and implement optimization strategies.
- Perform keyword research, competitor analysis, and content optimization to discover growth opportunities.
- Collaborate with developers and content teams to improve website structure, user experience, and SEO performance.
- Analyze SEO performance using Google Analytics & Google Search Console and provide actionable insights.

SEO Specialist

September 2022 – 2025

Getweys Ltd | Karachi, Pakistan

- Conducted keyword and competitor research to identify search opportunities for websites in different sectors.
- Optimized page titles, descriptions, headings, internal links and existing content to support search visibility.
- Supported technical SEO improvements and prepared performance reports using SEO analytics and audit tools.

KEY SEO PROJECTS / PORTFOLIO

Selected websites supported through client and in-house SEO activities:

- pakistannationalfish.com
- breezefishpoint.com
- saddarmobilemarket.com
- designtints.co.nz
- ppdca.com.pk
- casho.ai
- fennix.ai
- pinkstraps.com
- getweys.com

PROJECT WORK: Technical audits, keyword research, competitor analysis, content optimization, internal linking and

CERTIFICATIONS

Advanced SEO | Simplilearn
Digital Marketing | Saylani Mass IT Training (SMIT)

EDUCATION

Bachelor of Commerce
University of Karachi | 2020

LANGUAGES

English • Urdu

CONTACT INFORMATION

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Location: Karachi, Pakistan