

# Search Engine Optimization (SEO) **Portfolio**

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*Subhan Khan*

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01

**About Me**



# Subhan Khan

SEO Expert & Digital Marketer

About Me

I'm Subhan Khan, an SEO enthusiast with an ability for turning online potential into measurable results. With a background in this marketing industry for the last 2 years with a variety of well reputable businesses, I offer a unique set of skills to the table. When I'm not diving into SEO strategies, you'll catch me immersed in Digital and Social Media Marketing, as well as WordPress Development. Let's team up and take your online presence to new heights!



# My Values



## Integrity

Transparency and honesty are non-negotiables. I believe in delivering results with integrity, always keeping my clients' best interests at heart.



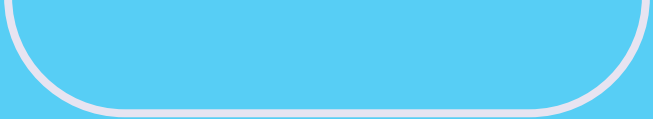
## Excellence

Mediocrity has no place in my vocabulary. I strive for excellence in every project, pushing boundaries and exceeding expectations.



## Learning

The world of SEO is ever-changing. Whether it's mastering a new algorithm update or diving deep into emerging trends, I'm always hungry for knowledge.



”Success is not final, failure is not fatal: It is the courage to continue that counts.”

**- Winston Churchill**



02

# My Expertise

# What **I** do

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## SEO Audits

I'll conduct a thorough analysis of your website to identify strengths, weaknesses, and opportunities for improvement. From technical issues to content gaps, no stone will be left unturned.

## On-Page Optimization

From meta tags to header optimization, I'll optimize every aspect of your website to make sure it's optimized for maximum visibility and engagement.

## Keyword Research

By identifying the right keywords for your business and strategically optimizing your content, I'll help you as you up the search engine rankings and attract high-quality organic traffic.

## Content Creation

Content creation is the backbone of any successful SEO strategy. I'll work with you to develop a content strategy that connects with your audience and drives meaningful results.



# What **I** do

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## Link Building

Quality backlinks are a crucial aspect of any successful SEO strategy. I'll help you build a strong backlink profile that boosts your credibility and authority in the eyes of search engines.

## Technical SEO

A solid technical foundation is the backbone of SEO success. I'll optimize your website's structure, speed, and performance to ensure it's optimized for search engine success.

## Local SEO

If you're looking to attract customers in your local area, I've got you covered. I'll optimize your website for local search and help you dominate the nearby listings.

## Reporting & Improvement

Transparency is key. I'll provide regular performance reports and implement ongoing optimization strategies to ensure your success in the ever-evolving digital landscape.

# Additional Skills

- Proficient in WordPress development
- Social Media Marketing
- Content Marketing
- Lead Generation
- PPC Advertisement

# WordPress Development

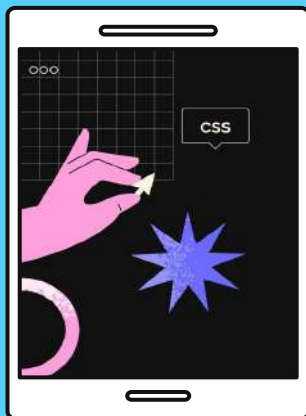
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Elevate your brand with a stunning website that captivates your audience across all devices. From desktop to tablet to mobile, I'll craft a seamless user experience website that leaves a lasting impression.



**Mobile**

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**Tablet**

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**Desktop**

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# Social Media Marketing

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Engage your audience and expand your reach with effective social media strategies. From content creation to community management, I'll help you leverage the power of social media to grow your brand.



# Content Marketing

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Content is king, and I'll help you reign supreme. Through strategic content, I'll engage your audience and boost your search rankings. This includes creating various types of content such as social media posts, infographics, videographics, memes and gifs, blogs, educational articles, and more.

03

# My Experience

# My Experience

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**2021**

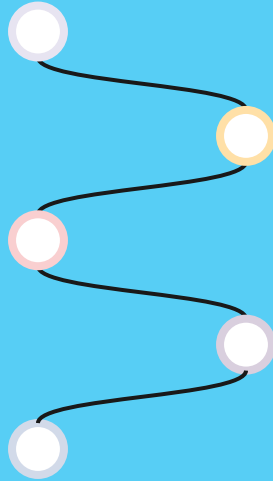
Completed FSC Pre-engineering.

**2022**

Started job as an SEO specialist.

**2024**

Handled multiple international  
SEO projects.



**2022**

Secured certifications in SEO.

**2023**

Managed different company sites, Advanced  
SEO.

# My Experience

## Subhan Khan

With 2 years of experience in the dynamic world of SEO, I've had the honor of working with a diverse range of clients across different industries. A brief look into my journey is provided here:

### Experience

- 2024-Now** SEO Specialist at Mashwara Consultants Islamabad
- 2023-2024** SEO Executive at We Always Islamabad
- 2022-2024** SEO Specialist at Al Safa Marketing Islamabad
- 2022-2023** SEO Executive at Al Safa Group Islamabad

### Skills

- 95%**  SEO
- 90%**  WordPress
- 80%**  Social Media Marketing
- 80%**  Content Marketing





04

**My Work**





# My Portfolio

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Welcome to the heart of my portfolio, a showcase of the projects and campaigns I've had the opportunity to work on. Dive in to explore how I've helped businesses like yours achieve their SEO goals and drive meaningful results.

# My Projects

On Page

Off Page

Technical

alsafamarketing.pk



alsafa.org.pk



kadigitalagency.com



# My Projects

On Page

Off Page

Technical

rankwa.com



mashwara.co



smsalt.com



# My Projects

On Page

Off Page

Technical

infobaltimore.com



wealways.pk



kashifchaudhary.com



# Places where **I've worked**

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## **Pakistan**

Diverse SEO Experience  
Growing Local Brands

## **UAE**

Elevating Online Presence  
in the Middle East

## **USA**

Expanding Horizons into  
International Markets

# Thanks!

*“If you will not hire me, your competitors will hire me. Regretting later will not help you, though. Time is precious and so your online presence is. Let me handle the words and build your online presence. So, what are you waiting for?”*

*Don't hesitate to reach out to me directly via phone! Remember, I am waiting for you.”*

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