

# Muhammad Walid Bin Siraj

## Search Engine Optimizer (SEO)

Seasoned SEO Specialist with a proven track record at Khan IT, enhancing website visibility and organic search traffic through expert keyword research, backlink analysis, and on-page optimization. Demonstrated ability to lead successful campaigns, boosting site rankings and fostering collaborative success. Skilled in Google Analytics and adept at fostering stakeholder education in SEO best practices.

### Work History

2023-10 -  
Current

#### SEO Specialist

*Khan IT, Toronto, Canada*

- Improved organic search traffic with high-quality backlink acquisition and link-building techniques.
- Conducted comprehensive keyword research for targeted content creation and optimization.
- Managed multiple client accounts simultaneously, ensuring timely delivery of results-driven campaigns tailored to each specific business need.
- Educated internal stakeholders on the importance of SEO best practices, fostering a collaborative environment conducive to long-term digital marketing success.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.

2023-08 -  
Current

#### SEO

*Upworks Work From Home, Remote*

- Improved website traffic by optimizing SEO techniques and regularly updating blog content.
- Optimized blog posts for SEO purposes, increasing website traffic through targeted keyword use.
- Boosted website traffic with link placement in social media posts and optimized SEO strategies.
- Contributed to website maintenance by updating content, optimizing SEO, and

### Contact

#### Address

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#### Phone

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#### E-mail

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#### WWW

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### Skills

On-Page Optimization



Keyword optimization



Keyword Research



SEO Reporting



SEO Auditing



Backlink Analysis



Google Search Console



E-commerce SEO



Technical SEO



Link Building



Google Analytics



monitoring site performance metrics.

- Monitored Google Analytics data to identify trends, measure results, and recommend adjustments to SEO tactics.
- Enhanced website traffic by optimizing SEO strategies and creating compelling content.

2023-05 -  
Current

## Search Engine Optimizer

*Walidsiraj.com, Chittagong*

- Ensured compliance with industry best practices for ethical SEO techniques throughout all evaluations performed on behalf of clients or internal projects.
- Addressed discrepancies between desired results and actual output through detailed analysis of search patterns and data trends.
- Promoted higher-quality content within search results by assessing website credibility, authority, and relevance according to established guidelines.
- Improved user experience by identifying and reporting issues in search engine algorithms.
- Completed keyword research and analyzed competitor SEO and PPC campaigns to identify gaps and opportunities.

## Education

2024-02

### Diploma : Computer Science And Engineering

*Shyamoli Ideal Polytechnic Institute - Chittagong, Bangladesh.*

- [3.96] GPA
- Completed Coursework: SEO for Beginner at 10 Minutes School , 2022
- Completed Coursework: Advance SEO at Khan IT , 2023

## Certifications

2024-02

Certified [SEO, [Khan IT] - [2025]

Google My Business



## Languages

**English:** Native language

English



Proficient (C2)