



# MUHAMMAD ZAIN ISMAIL

**Address:** Street No.10 Sector H-13 Islamabad, Pakistan  
**Phone:** +92 333-5569170  
**Email:** contact@zainismail.net  
**Website:** www.zainismail.net

## SUMMARY

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SEO specialist with 3+ years of experience helping local and eCommerce businesses grow through Local SEO, AEO, and GEO strategies. I optimize websites for search engines and LLMs, fix technical and growth issues, and focus on driving high-converting traffic and qualified leads, not just rankings. My work is centered on white-hat SEO, long-term growth, and maximizing ROI, with several projects achieving 3–5X ROAS.

## WORK EXPERIENCE

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### Schick Roofing Company – Local SEO & GMB Consultant

Feb 2025 - Aug 2025

#### Challenge:

- The website is stuck on page 2 of Google with declining traffic due to poor structure, incomplete pages, technical issues, and an unoptimized GMB profile.

#### Solution:

- Conducted comprehensive SEO audit
- Created optimized service pages targeting high-intent local keywords Fixed critical technical issues
- Fully optimized GMB profile with missing information fields
- Secured high-quality guest post

#### Results:

- 2.5x increase in phone calls
- 75% boost in qualified leads Achieved #5 SERP ranking (page 1) Secured #3 GMB local pack position

### Centrox AI – SEO Executive

Apr 2025 - Oct 2025

#### Tasks & Responsibilities

- Managed complete SEO strategy for an AI solutions company specializing in custom LLM development, chatbot deployment and ai automation. Conducted technical SEO audits, keyword research, and optimized web content to boost visibility and lead generation in competitive AI market.

### Intag Laptop Store – SEO Strategy & Local SEO Collaboration

#### Challenge:

- The business faced GMB-related lead redirection issues, weak local visibility, technical SEO gaps, and a low-converting website structure.

#### Solution:

- Investigated and resolved GMB issues through support coordination and ticket management
- Conducted competitor, market, transactional, and content keyword research
- Optimized existing product pages and planned new high-intent pages
- Created technical SEO trackers and prepared documentation for website improvements and high-converting theme implementation

#### Results:

- Resolved major lead redirection issues and improved lead quality
- Enhanced website optimization, local visibility, and keyword targeting
- Supported a conversion-focused SEO and website growth strategy

## Additional Deliverables

- Successfully completed 15+ projects, including WordPress SEO audits, on-page optimization, GMB setup, technical SEO fixes, and local search strategies.. Helped clients steadily increase traffic and leads through data-driven improvements.

## EDUCATION

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### Bachelor of Computational Physics with Honours

Sep 2019 - Aug 2023

University of the Punjab, Lahore

- Major in Scientific Computations & Advanced Computer Programming
- Project on "Superconductivity at High Temperature."
- Analytical problem-solving skills applied to data-driven SEO.

## ADDITIONAL INFORMATION

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### Technical Skills

#### 1-Search Engine Optimization (SEO+AEO+GEO)

- On-Page SEO
- Technical SEO
- Off-Page SEO

#### 2-Local SEO

- Google Business Profile Setup & Optimization
- NAP Consistency
- Local Citations & Map Pack Ranking
- Review Management

#### 3-E-commerce SEO

#### 4-SEO Content Writing & AI Copywriting

#### 5-CMS & Web Technologies

- WordPress (Elementor, Kadence, Rank Math, Yoast SEO)
- HTML, CSS (Basic Editing for SEO)
- LiteSpeed Cache & Web Performance Tools
- DNS & Hosting Configuration (basic)

#### 6-SEO Tools & Analysis

- Google Search Console
- Google Analytics (GA4)
- Google Business Profile
- Google Tag Manager
- Ahrefs
- MOZ
- SEMrush
- Ubersuggest
- Screaming Frog SEO Spider & More

#### 7-Problem Solving

### Languages

English, Urdu, and Punjabi

### Certifications & Trainings

- DigiSkills.pk (Freelancing, SEO, WordPress, Digital Marketing, Communication & Soft Skills)
- Hubspot Academy (SEO)
- Semrush Academy (SEO, Local SEO, SEO Toolkit)
- Ahref (Toolkit)

### Awards/Activities

Active member of learning communities, including iSkill Pakistan, Reddit, Quora, Google Updates, and the WordPress Community.