

Muhammad Aman Ullah

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Professional Summary

Results-oriented **SEO & Content Specialist** with hands-on experience driving organic growth across luxury interiors, logistics, and e-commerce niches. Proficient in technical audits (Screaming Frog, Search Console), keyword strategy (Ahrefs, SEMrush), on-page optimisation (HTML/CSS, schema markup, Core Web Vitals), and white-hat link-building. Adept at data analytics and reporting with Google Analytics 4. Proven record of boosting keyword rankings, growing traffic, and elevating domain authority. Seeking to leverage these skills to help forward-thinking brands dominate search results and convert intent-driven visitors.

Experience

Content & SEO Specialist — Freelance

Jan 2024 – Present

Imperial Worktops, Twenty47 Logistics, Morning Flowers

- Built and scaled SEO content hubs that delivered 40
- Executed comprehensive on-page optimisation: keyword research, content architecture, internal linking, meta-tag optimisation, schema implementation, and performance tuning.
- Ran outreach and digital-PR campaigns that secured 120+ high-authority backlinks, improving domain ratings by up to 12 points.
- Produced detailed monthly reporting dashboards (GA4 / Looker Studio) highlighting traffic, CTR, and conversion KPIs for stakeholders.

SEO & Content Writing Intern — Jantrah Tech (Pvt) Ltd.

Jan 2025 – May 2025

- Supported on-page and off-page SEO efforts that lifted non-branded clicks by 30
- Researched and integrated high-intent keywords into new and existing landing pages, increasing SERP impressions.
- Audited backlink profiles, removed toxic links, and proposed new outreach targets using Ahrefs Moz.

Selected Projects

- imperialworktops.co.uk — Architected a pillar-cluster content strategy for luxury kitchens, ranking 20+ keywords in Google Top 10.
- twenty47logistics.com — Published data-driven blog series on last-mile delivery; bounce rate reduced by 15
- morningflowers.com — Optimised product-category pages with semantic markup, lifting conversion rate by 8

Core Skills

- **SEO Tools:** Ahrefs, SEMrush, Screaming Frog, Google Analytics 4, Search Console, Looker Studio.
- **Technical SEO:** Site audits, Core Web Vitals, XML sitemaps, robots.txt, schema markup, HTML/CSS.
- **Content Strategy:** Topic ideation, pillar-cluster frameworks, editorial calendars, on-page copy-writing.
- **Link-Building:** Digital PR outreach, guest posting, broken-link replacement, niche directory listings.
- **Analytics & Reporting:** KPI dashboards, A/B testing basics, funnel analysis, data-driven insights.

Education

BSc Computer Science (In Progress)

Intermediate (Pre-Engineering)

Matriculation (Science)

Virtual University of Pakistan

BISE Sargodha

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