



Unlocking Business Growth Through SEO

Introduction



Hello, I'm **Mohammed Maaz**, an experienced SEO Analyst from India.

I specialize in **Search Engine Optimization**, helping businesses improve their online presence and drive organic growth.

I talk about #seo, #seotips, #seostrategy, #contentstrategy #contentoptimization, and #searchengineoptimization

Today, I'll show you how SEO can be a game-changer for your business.



How SEO Drives Growth

SEO is the key to boosting your **online visibility**, attracting **more traffic**, and increasing **conversion rates**.

SEO helps you get seen, connect with customers, and make more sales



Portfolio - Project 1

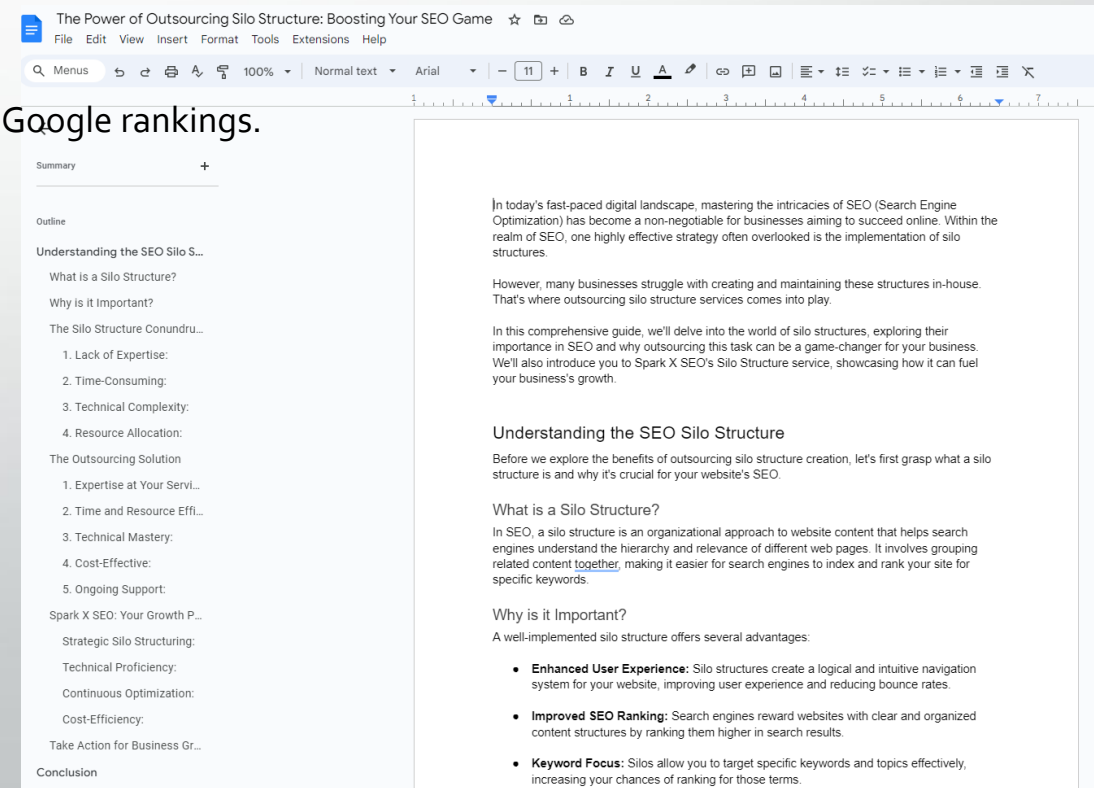
SEO Content Writing

In this portfolio project, I focused on creating high-quality, **SEO-optimized content** that not only ranked well on Google but **also engaged readers** with compelling and informative articles.

Key Contributions and Achievements include:

- Authored and optimized articles, achieving 82% read ratio and first-page Google rankings.
- Selected topics aligning with industry and search trends.
- Skillfully integrated keywords for strong search rankings.
- Enhanced search ranking with low-competition keywords.
- Maintained optimal length and keyword density for SERP rankings.
- Produced shareable content for increased online visibility.

Also Check: <https://workinhome.xyz/on-page-seo/keyword-research/>



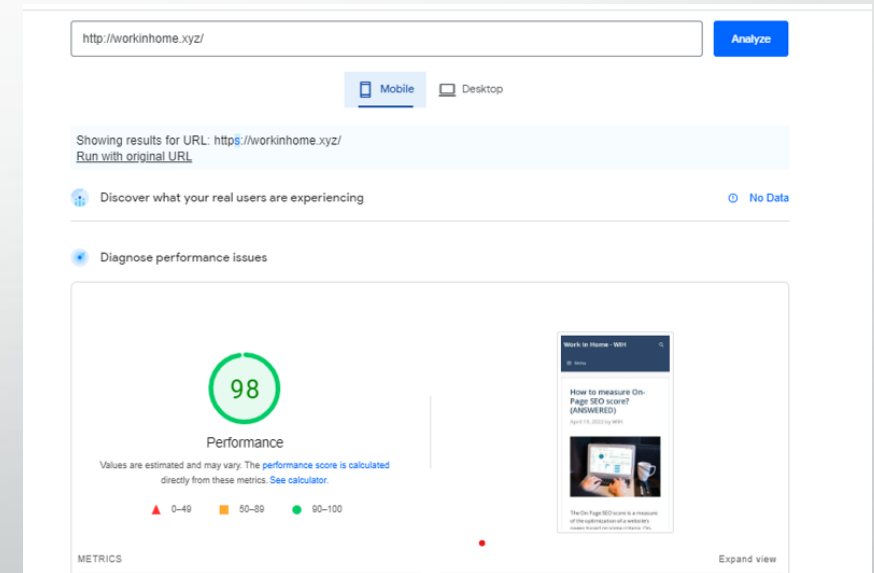
Portfolio - Project 2

Website - Performance Optimization

I made a website load really fast by [fixing technical things](#), and it got awesome scores from Google and loaded in [less than 1.5 seconds](#).

Key Contributions and Achievements include:

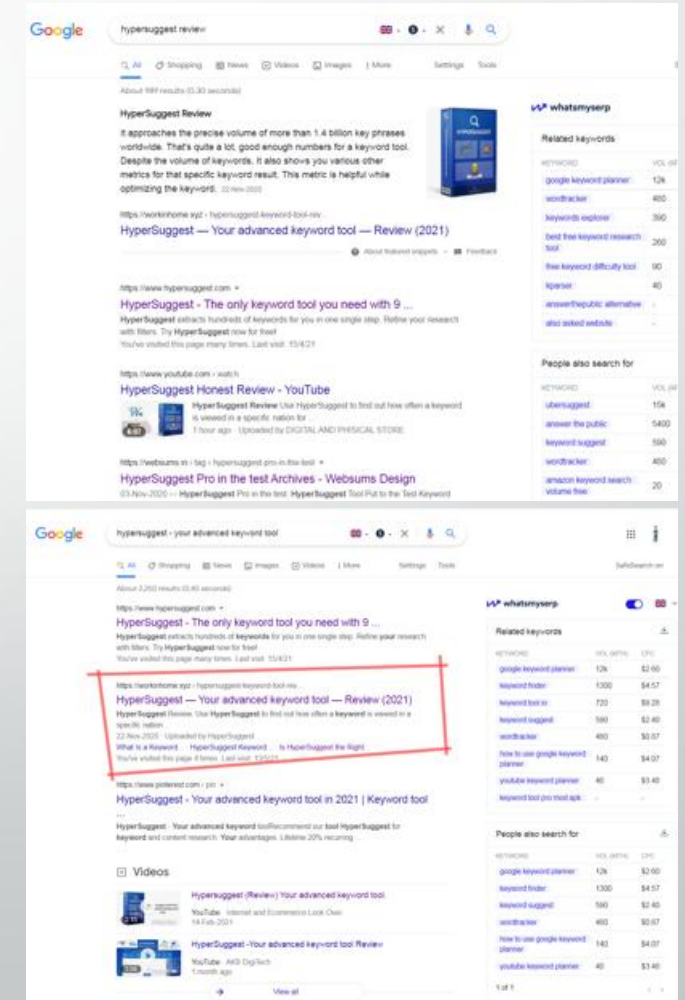
- Researched and optimized website speed and performance comprehensively.
- Strategically restructured WordPress, boosting loading speed by 30% (Pagespeed: 84/100).
- Achieved exceptional performance: 95+ Google Pagespeed, A+ GTmetrix, 1.47s load time.
- Reduced server requests from 96 to 30, enhancing performance.



WordPress Website – Creation & SEO

Plus, it earned the **Featured Snippet** spot for one keyword, increasing traffic to the website.

- Acquired WordPress website development skills.
- Skillfully optimized website for effective SEO.
- Consistent Top 10 Google SERPs presence.
- Achieved Google Featured Snippet position.
- 35% increased traffic with Google SERP Top 10 and Featured Snippet



Portfolio - Project 4

SEO For Towing Website

I helped a towing website get more customers by making it show up higher on Google, and it worked really well, bringing in 25% more people to the site.

Key Contributions and Achievements include:

- Successfully performed SEO on a WordPress website providing towing services, driving relevant traffic.
- Implemented on-page optimization techniques to improve search engine ranking and boost overall website traffic.
- Elevated SEO performance through metadata tag integration and Google Webmaster Tools site evaluation submission.
- Maintained an active content strategy, regularly updating the website, leading to improved search rankings.
- Strategically secured backlinks from other websites **to 60% of the site's pages**, thereby strengthening the site's authority.
- Achieved a notable 35% increase in website traffic as a direct result of the SEO initiatives.

Portfolio - Project 5

SEO Content Writing for B2B SaaS

I helped a B2B SaaS company attract more qualified leads by optimizing their website content for SEO. This led to a significant increase in organic traffic and higher engagement, driving more conversions and helping them grow their customer base.

Published Works

- Beloga's AI-Powered Search: Revolutionizing Knowledge Management - [Link](#)
- How Feedback Improves Cross-Department Collaboration - [Link](#)
- Scaling Smart: How CEOs Use Feedback for Business Growth - [Link](#)

Unpublished Works

- Unlocking the Power of AI in Sales: Ava as Your Personal Sales Coach - [Link](#)
- Unlocking Personalized Experiences - OptinMonster's Smart Tag Feature – [Link](#)
- Simplified Cloud Migration - Unleashing Business Potential - [Link](#)

LinkedIn Recommendations

My journey in SEO: Uniting Market Research, Exceptional Content Writing, and an Avid Hunger for Learning.



Preethi Condavannane · 1st

SEO Specialist | Digital Marketer | Content & Social Media Strategist | Google Ads Expert
October 31, 2022, Preethi worked with Mohammed on the same team

Hello, Connections!!

Md. Maaz is one of my super-talented colleagues who has much knowledge and experience in Content Writing and Market Research. He Sportively learned SEO to work with the new projects on SEO. He is very adaptable to the projects and the work culture. Kindly let him know of any related job applications.

Thanks

Preethi



JK Baseer · 1st

Growth Marketing Consultant & MarTech Specialist | Tradly.app - NoCode & Headless Commerce | Breaking Monopoly & UnEthical Finance

All LinkedIn members

On

Maaz is one of the determined team player whom we hired. He has been open to feedback and always take up new challenges and try his best.

As an avid learner, he has worked on numerous new initiatives for Tradly and helped our SEO perform better. He can handle tedious tasks with utmost dedication. As he is a young in career path, he would learn more along the way. We wish him great future.



Asvitha V · 1st

Project Manager | Content Editor and Writer | Copy Editing and writing | Creative Writer | Language Trainer | Softskill Trainer


October 5, 2022, Asvitha worked with Mohammed on the same team

Maaz is an exceptional writer who pens down his thoughts in a well-organized manner with keen details. A beautiful article comes from a brilliant structure we give to it, and Maaz just nails it. His SEO skills are an added feather to his cap. A dedicated writer who can be relied upon for timely completion of work!

What Founders Say About My SEO Work

These recommendations highlight how I help businesses grow by improving their online presence. I focus on driving real results through effective SEO strategies and engaging, well-optimized content.

Company: iSTRATA Digital

Product: Tradly.app 

Role: Founder

No-Code Builder

Company & Product: Reachy.ai 

Role: Founder

LinkedIn Outreach AI Agent



JK Baseer  · 1st

Growth Marketing Consultant & MarTech Specialist | Tradly.app - NoCode & Headless Commerce | Breaking Monopoly & UnEthical Finance

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As an avid learner, he has worked on numerous new initiatives for Tradly and helped our SEO perform better. He can handle tedious tasks with utmost dedication. As he is a young in career path, he would learn more along the way. We wish him great future.



A. H. (Chris) · 1st

Reachy.ai Founder | Put Your B2B Sales on Steroids

February 9, 2025, A. worked with Mohammed but on different teams

 All LinkedIn members

On 

Mohammed just gets writing—his ideas come across clearly, and he knows how to structure content so it's actually engaging. He puts real thought into what he writes, and his SEO skills are a huge bonus, making his work even more effective.

Benefits Your Business Get



Increased Organic Traffic



Higher Conversion Rates



Stronger Online Presence



Enhanced Visibility



Improved Marketing Results

Let's work together to achieve your business goals.

Why Choose Me?

Mohammed Maaz excels in on-page and technical SEO, delivering impeccable website optimizations and achieving a **30% surge in organic traffic**.

With a keen eye for **intent-driven keywords**, has driven targeted, high-converting traffic and contributed significantly to lead generation.

Maaz consistently crafts high-quality, **SEO-optimized content** that resonates with your audience and enhances your online presence.

- SEO Optimization Maestro
- On-Page Optimization Pro
- Link Building Strategist
- Technical SEO Enthusiast
- Intent-Driven Keywords
- SEO Analytics Champion
- Experienced in B2B SEO & Content Writing



How I Can Help You?

I can improve your website's SEO by performing On-Page SEO, Off-Page SEO and Technical SEO



I'll work closely with your team to develop a tailored SEO strategy.

My Achievements



- Conducted **extensive keyword research**, increasing organic website traffic by 30%.
- Generated 100+ high-quality leads through **strategic SEO tactics**.
- Collaborated with marketing and sales teams to align lead-generation efforts.
- Implemented successful performance marketing campaigns, resulting in a **30% increase in ROI**.
- Generated **30+ leads** through **targeted performance marketing initiatives**, contributing 20% to overall lead generation.
- Developed a **WordPress website from scratch** and optimized it for SEO.
- Passing Core Web Vitals with a **98+ Score** by optimizing website load time and decreasing server response time.
- Conduct keyword research that performs well when implemented in content.
- Performed proper keyword research to **target the audience with the right intent**.
- Regularly create and produce **high-quality content** for the blog.
- Improving the user experience by **linking relevant resources** to the content to enhance the user experience (i.e., external links).
- Optimizing the content by adding internal links to the most relevant page/post on the website.
- **Optimizing the image** and also adding alt tags to the image for better ranking.
- Managed tracking and reporting of search-related activities and **provided analyses to marketing executives**.
- Collected and analyzed time on site, page views per visit, click-through rates, conversion rates, cost per acquisition, and cost per click

*Let's explore how my **skills** and **experience** can benefit your business.*

Side Project – SEO Backlink Analyzer

A React-powered tool that analyzes backlink quality, offering insights and recommendations to secure high-quality backlinks.

- **Tool Name:** [Backlink Guru](#)
- **Purpose:** Analyzes backlink quality and provides recommendations to secure high-quality backlinks.

➤ **Key Features:**



Backlink quality assessment



Authority & relevance scoring



Actionable insights for SEO improvements

➤ **Tech Stack:** React + Vite + Tailwind CSS

Work Experience

Industry Experience

Company Name: Springbord Systems (USA - Chennai)

Position: SEO Executive

Duration: February 2023 - Present

Company Name: Techeva IT Solution (Pondicherry)

Position: SEO Analyst

Duration: December 2021 – October 2022

Company Name: SEO Intern (Malaysia)

Position: SEO Intern

Duration: July 2021 – October 2021

Personal Work Experience

- SEO Freelancer (January 2021 – Present)
- Blogger (April 2020 – Present)

Skills

Search Engine Optimization Skills

- Technical SEO, On-Page Optimization, Off-Page SEO, Search Engine Optimization (SEO), On-Page SEO, Web Content Optimization, Search Engines, Image Optimization, Keyword Analysis, Off-Page SEO, Competitive Analysis, Off-Page Optimization, Facebook Shop Optimization, eBay Store Optimization, Google Shopping Optimization, Social Media Optimization, Keyword Research.

Writing Skills

- Research, Content Strategy, Writing, Copywriting, SEO Content Writing, Creative Writing, Web Content Writing, Web Content Creation, Content Writing, SEO Copywriting.

Analytical Skills

- Analytical Skills, Web Analytics, Google Analytics.

Digital Marketing Skills

- Digital Strategy, Digital Marketing, Social Media Marketing, Search Engine Marketing (SEM), Pay Per Click (PPC), Social Media, Online Marketing, Google Ads, Google Search Ads, Google Shopping Ads, Google Display Ads, and Facebook Ads.

Other Skills:

- WordPress, Problem Solving, Creative Thinker, Critical Thinker, Communication, Web Design, Business Strategy.

Contact Information

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- LinkedIn: <https://www.linkedin.com/in/mohammed-maaz-seo-analyst/>
- Portfolio: <https://mohammedmaaz.in/>