ABDULLAH ELBADRY

SEO SPECIALIST

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SUMMARY

Experienced SEO Specialist with over 5 years of expertise in developing and implementing data-driven SEO strategies to improve organic search rankings, increase website traffic, and boost online visibility. Proficient in on-page SEO, off-page SEO, and technical SEO with hands-on experience using tools such as Google Analytics, SEMrush, Ahrefs, and Google Search Console. Skilled in keyword research, content optimization, and link-building strategies, achieving measurable improvements in search engine rankings. Adept at analyzing competitor data, optimizing website performance, and collaborating with cross-functional teams to deliver business-focused results.

EDUCATION

Bachelor of Commerce **2019**

- Tanta University

PROFESSIONAL EXPERIENCE

SEO Specialist **Jun 2024 – Present**

JoCell

- Increased organic traffic by 30% in 6 months by conducting comprehensive keyword research, optimizing on-page elements, and implementing a robust internal linking strategy.
- Spearheaded SEO campaigns that achieved top rankings for competitive product categories in Jordan’s market, resulting in a 20% uplift in sales.
- Conducted technical audits to identify site issues, reducing page load time by 15% and improving Core Web Vitals performance.
- Managed PPC campaigns and enhanced conversion rates by 25% through targeted ad performance analysis and optimization.

SEO Specialist **Jul 2024 – Nov 2024**

Arab Therapy

- Enhanced website performance by identifying and resolving technical issues using tools like Google Search Console and SEMrush, resulting in a 25% improvement in site load speed.
- Increased search engine visibility by 40% through optimizing internal pages, including metadata, content structure, and interlinking strategies.
- Conducted comprehensive competitor analysis, leading to the development of refined SEO strategies that boosted organic traffic by 15% in three months.
- Collaborated with the content team to implement targeted keyword strategies, improving rankings for high-intent search terms.

SEO Specialist **Dec 2023 – Nov 2024**

Turkey Campus

- Developed and implemented comprehensive SEO strategies, driving a 50% increase in organic website traffic within a year.
- Conducted detailed competitive analysis to identify keyword opportunities, ensuring targeted campaigns improved user retention rates by 20%.

- Optimized technical SEO, focusing on Core Web Vitals, reducing page load times by 30%, and enhancing engagement metrics such as average session duration and bounce rate.
- Collaborated with the web development team to resolve technical SEO issues, including schema markup, canonical tags, and XML sitemaps, leading to improved site crawlability.

SEO Specialist **Dec 2023 – Nov 2024**

Silver Pyramids, Inc

- Designed and executed successful link-building campaigns, earning over 150 high-quality backlinks from reputable domains, improving domain authority and search engine rankings.
- Enhanced website speed by 25%, leveraging tools like Google PageSpeed Insights, resulting in higher user retention rates and improved search rankings.
- Conducted in-depth site audits to identify and resolve technical SEO issues, ensuring optimal site health and compliance with search engine guidelines.
- Partnered with content creators to implement on-page SEO best practices, increasing keyword relevance and boosting organic traffic by 20% in six months.

SEO Specialist **Jun 2023 – Feb 2024**

New Idea Marketing Agency

- Built and managed comprehensive link-building campaigns, securing high-quality backlinks and improving domain authority, resulting in enhanced search engine rankings.
- Boosted organic traffic by 45% through strategic on-page and off-page optimization, including content enhancement and targeted keyword strategies.
- Analyzed website performance using Google Analytics, identifying opportunities to optimize user flows, increasing conversion rates by 30%.
- Developed and executed SEO audits and performance reports to inform stakeholders, driving data-driven decisions for continual website improvement.

SEO Specialist **Jun 2023 – Feb 2024**

vr gravity

- Boosted click-through rates by 20% through strategic optimization of metadata and implementation of targeted keyword research.
- Created and managed SEO-friendly content strategies that enhanced engagement metrics, including average session duration and page views per session.
- Achieved 30% growth in organic traffic by improving rankings for competitive, high-volume keywords through effective on-page and off-page SEO practices.
- Collaborated with cross-functional teams to ensure consistent implementation of SEO best practices across all web platforms.

SEO Specialist **Apr 2022 – Mar 2024**

G-Dart for Digital Marketing

- Achieved first-page rankings for high-value target keywords, significantly boosting search visibility and driving conversions.
- Leveraged tools such as Ahrefs and SEMrush to enhance technical SEO strategies, including backlink analysis and competitor benchmarking.
- Developed and executed comprehensive content plans aligned with SEO trends, resulting in a 35% increase in site traffic over six months.
- Monitored and analyzed key performance indicators (KPIs) to optimize campaigns and report actionable insights to stakeholders.

SEO Specialist **May 2022 – Feb 2024**

Attic Design

- Designed and optimized modern, SEO-compliant websites, ensuring alignment with technical SEO best practices such as mobile responsiveness and structured data implementation.
- Enhanced local business clients' online visibility by improving rankings for location-based keywords, resulting in higher traffic and increased footfall for brick-and-mortar businesses.
- Conducted technical audits to identify and resolve on-site issues, boosting overall site health and ensuring search engine compliance.
- Collaborated with design teams to integrate SEO elements seamlessly into website architecture and user experience.

SEO Specialist **Aug 2021 – Jan 2022**

SEO for All Corner

- Performed detailed competitive analysis to identify opportunities and inform the development of targeted SEO strategies tailored to client goals.
- Secured first-page rankings for multiple high-value keywords within 6 months, significantly increasing clients' organic visibility and lead generation.
- Optimized client websites for on-page SEO factors, including metadata, content structure, and internal linking, enhancing overall performance and user experience.
- Provided detailed reports and actionable insights to clients, improving their understanding of SEO impact and fostering stronger collaboration.

SEO Specialist **Aug 2020 – Aug 2021**

Advertizer

- Increased local search visibility for clients by optimizing Google My Business profiles and targeting location-specific keywords, resulting in a 30% boost in lead generation.
- Managed on-page SEO for client websites, optimizing blogs, landing pages, and metadata to improve keyword rankings and user engagement metrics.
- Conducted regular performance audits to identify and address technical issues, ensuring adherence to search engine guidelines and improving site health scores.
- Collaborated with content and design teams to align website copy and visuals with SEO objectives, driving improved traffic and conversion rates.

CERTIFICATIONS AND TRAINING

- Digital Marketing – Google
- SEO – HubSpot Academy
- Social Media Marketing – E3mel Business Academy
- Google Analytics and Tag Manager – Analytics Academy
- WordPress Development – Elzero Web School
- SEO Mastery – Udemy
- Digital Marketing – Udacity
- Staff Management – Almentor

SKILLS

Technical Skills

- **SEO Tools:** SEMrush, Ahrefs, Moz, Google Analytics, Google Search Console, Screaming Frog

- **On-Page SEO:** Meta tags, headers, keyword placement, content optimization
- **Off-Page SEO:** Link-building strategies, outreach campaigns, backlink analysis
- **Technical SEO:** Website audits, Core Web Vitals, schema markup, crawl issues
- **Content Optimization:** SEO-friendly content strategies, keyword research
- **Website Development:** WordPress, HTML, CSS, basic JavaScript
- **Analytics & Reporting:** Google Data Studio, Google Tag Manager, data-driven reports

Soft Skills

- Analytical Thinking
- Communication Skills
- Problem-Solving
- Time Management
- Team Collaboration
- Adaptability
- Attention to Detail
- Leadership

LANGUAGES

- **Arabic:** Native
- **English:** Good