



HARIS ALTAF

SEO SPECIALIST | CONTENT WRITER | SEO TRAINER

📍 Abbottabad, Pakistan (Remote) | 📞 +92 3715428582 | ✉️ harisaltaf123450@gmail.com
🌐 harisaltafseo-hub.github.io/HarisSEO/ | 🌐 linkedin.com/in/haris-altaf-seo-and-guest-posting-services/



PROFESSIONAL SUMMARY

SEO Specialist and Content Writer with 4+ years of hands-on experience in keyword research, on-page SEO, local SEO, technical SEO, SEO content strategy, WordPress publishing, and content optimization. Skilled in writing and optimizing blog posts, service pages, metadata, headings, internal links, and content briefs. Experienced with Google Search Console, Google Analytics, SEMrush, Ahrefs, Yoast SEO, and content performance tracking to improve organic rankings, targeted traffic, and user engagement. Also experienced as an SEO Trainer and Course Instructor, providing practical SEO guidance and helping learners understand keyword research, on-page optimization, content strategy, WordPress SEO, and essential SEO tools.



CORE SKILLS



SEO

Team Lead, HR, Keyword Research, Content Writing, On-page SEO, Local SEO, Technical SEO, Competitor Analysis, Content Audits, Link Building, Internal Linking, Metadata Optimization, GMB Optimization



CONTENT

SEO blog writing, website copy, content briefs, content refreshes, editing, search intent alignment, readability improvement



WORDPRESS

WordPress publishing, Yoast SEO, heading structure, URL optimization, image alt text, content formatting



TOOLS

Google Search Console, Google Analytics, SEMrush, Ahrefs, MS Office, Basic HTML/CSS



PROFESSIONAL EXPERIENCE

All New Jobs Pakistan | Team Lead

2025 – Present | Remote, Pakistan

- Research and publish job-related SEO content, career updates, and application guidance for Pakistan job seekers.
- Optimize job posts and informational pages using target keywords, headings, meta descriptions, internal links, and search-focused formatting.
- Lead and coordinate content-related tasks to maintain publishing quality, consistency, and SEO standards.
- Review content for search intent, freshness, accuracy, readability, eligibility details, deadlines, requirements, and application steps.
- Apply WordPress and SEO publishing best practices to improve content visibility and user experience.

Quadratax | Web Content Writer

Jan 2024 – Present | Remote, Pakistan

- Write and optimize SEO-focused website content, landing pages, service pages, and blog posts aligned with search intent and target keywords.
- Improve on-page SEO elements, including H1-H3 headings, meta titles, meta descriptions, URLs, internal links, and image alt text.
- Support local SEO through location-focused and service-related content.
- Edit and refresh existing content to improve clarity, topical coverage, readability, search visibility, and conversions.

Your Functional CMO | SEO Specialist

Jan 2024 – Nov 2025 | Remote, Pakistan

- Delivered keyword research, on-page optimization, technical SEO checks, and local SEO support for multiple client websites.
- Used SEMrush, Ahrefs, and Google Search Console to track rankings, identify SEO opportunities, and measure website performance.
- Prepared content briefs, optimized metadata, strengthened internal linking, and reported SEO progress to stakeholders.

Time Business News | Guest Post Provider

May 2023 – Dec 2023 | Remote, Pakistan

- Supported guest posting and off-page SEO activities for relevant websites and digital publications.
- Identified suitable guest-post opportunities based on niche relevance and content requirements.
- Coordinated guest content placement and publishing requirements.
- Supported backlink-building efforts through relevant guest-post placements and content outreach.

Ramedevia.com | Founder & Content Strategist

Aug 2025 – Present | Remote, Pakistan

- Built the website SEO foundation, including keyword mapping, site structure, on-page setup, and WordPress publishing workflow.
- Planned and published SEO-focused articles targeting informational keywords and audience search intent.
- Scaled traffic to 5,000+ monthly visitors within 4 months using SEO, social promotion, and content updates.
- Used performance data to improve titles, headings, internal links, and content quality.



EDUCATION

Intermediate Computer Science



CERTIFICATIONS

- Google Analytics Individual Qualification (GAIQ), 2025
- HubSpot Content Marketing Certification, 2025
- SEMrush SEO Toolkit Certification, 2025



LANGUAGES

Urdu | English | Hindi