

SHEIKH MUHAMMAD BILAL

SEO WIZARD & PROUD ENTREPRENEUR

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Dubai Marina, UAE



LITTLE ABOUT ME

Hi There, I am Sheikh Mohammad Bilal an Internet Marketing Entrepreneur. I am the Founder of ExpressBlogger & CryptoNews, I am an award winning Blogger & Marketer, Specialized in Search Engine Optimization (SEO) I Alter businesses to get leads from revenue producing Organic traffic for Local & International Businesses, Ranking their Money Keywords on Top of Google Search Results. (I'm Google Penguin, Panda & Fred Safe SEO Expert)

INDUSTRY EXPERIENCE

SEO WIZARD

Tajawal General Trading LLC →



06/2017 - Ongoing Dubai, United Arab Emirates

<https://www.tajawal.com>

Tajawal is the MENA's Largest OTA backed by One of the Travel giants Al Tayar Group my KPI's were:

- Monitoring daily performance metrics to understand organic search performance across multiple global markets.
- Identifying growth opportunities in core areas such as site infrastructure, keyword selection, or on-page factors optimization.
- Preparing specification documents and designing experiments to test new strategies and opportunities for growth.
- Automated the Landing Pages creation to add thousands of Pages with Unique content.
- Ranked Tajawal for Most Competitive Travel Industry generic Queries.
- Almost tripled the revenue from the Organic Search Channel.
- Implemented the Internal Linking Strategy & Roadmap.
- Automated the Ranking Dashboards for the Management.
- Provided recommendations and executed/managed strategies for content development in coordination with SEO goals – general and keyword specific.
- Keeping pace with SEO, search engine, social media, and internet marketing industry trends and development.
- Performing a killer keyword research in coordination with company's business objectives to optimize existing content and uncover new opportunities.
- Providing SEO analysis and recommendations in coordination with elements and structure of websites and web pages.

MY LIFE PHILOSOPHY

Wanna be an Entrepreneur? Don't wait for the right time, Just Do It!

"Best Internet Marketers enhance landing page experience for users thus engaging them as they like"

Sheikh Muhammad Bilal

MOST PROUD OF

⚙️ All SEO Tools Expertise

I am aware and have worked with almost all SEO tools offered in the Industry.

🔪 My SEO Arsenal

Being in the field for about 9 Years now i have some lethal weaponry to rank every Niche.

🚢 Getting it Done Attitude

I would take on a sinking ship to make it float.

📄 Holding 13 SEO Certifications

I Hold 13 SEO Certifications including from Google Analytics, Hubspot, SEMrush & Moz

LANGUAGES

English

Native



Arabic

Intermediate



INDUSTRY EXPERIENCE

DIGITAL MARKETING MANAGER

VOWMART

📅 12/2016 - 05/2017 📍 Dubai, United Arab Emirates

VowMart is an Online E-Commerce Store in Dubai, My Tasks here as Digital Marketing Manager were:

- Handling the Search Engine Marketing.
- Handling Company's Google Adwords & Google Shopping Campaigns..
- Handling all the Social Media Marketing.
- Running Successful Facebook Marketing Campaigns.
- Doing the Killer Keyword/Competitive Research.
- Brand Development from Scratch.
- Managing Company's Analytics & Giving Suggestions for business development where necessary.
- Managing Content Marketers & Graphic Designers. Checking for Domain's Crawl & Health Issue in Google Webmasters.
- Link detox, reputation management and much more.
- Conduct a full SEO Website Audit & document Baselines and Benchmarks to increase revenue with 30%.
- Provide SEO Recommendations + SEO Strategy based on Priorities, Budget and Goals.
- Identifying new opportunities & recommendations for improving VowMart's organic search rankings, traffic & conversions.
- Attain multiple Google top 5 ranking positions for money keywords.



SEO Executive

HZIT

📅 04/2016 - 12/2016 📍 Sharjah, United Arab Emirates

🌐 <http://hzit.ae>

HZIT is a pioneer Web Development & Digital Marketing Agency Located in the Heart of Sharjah, My tasks here were :

- SEO Consultation for Clients.
- Ranked Over 7 Businesses Over the Span of 10 Months.
- Handled On Page and Off Page SEO.
- Did the Content Marketing and Publishing with over 100+ Publications for Marketing for client Sitesmatrix.com



FOUNDER

EXPRESS BLOGGER

📅 2016 - Ongoing 📍 Dubai, United Arab Emirates

🌐 <https://www.expressblogger.com>

ExpressBlogger is a media magazine that writes a bit about everything 😊

- Started the infrastructure and transformed it from incubation to a full time running Blog.
- Trained the team for Content creation.
- Briefed and guided team on how to do SEO and ultimately achieved more than 5000 Session from Organic Search every day.
- Structured the team Express Blogger for Content creation, Moderators and Outreachers.
- Achieved around 55 Affiliates in less than an Year.



CMS EXPERIENCE

CMS and Backends I have worked with are:

ReactJS

Redux Framework

Angular JS

PHP

Wordpress

Magento

HTML5/CSS3

TOP RATED SEO WORK

My SEO Portfolio

📅 2015 📍 United Arab Emirates

🌐 <https://sheikhmohammadbilal.com>

Some targeted Keywords that are ranking in top 2 on Google Organic Search are given below:

- SEO Consultant Dubai
- SEO Expert in Dubai
- Dubai SEO Expert
- SEO Expert Dubai
- Certified SEO Expert
- SEO Specialist in Dubai
- Certified SEO Expert in Dubai

Tajawal

📅 Ongoing 📍 Dubai, United Arab Emirates

🌐 <https://www.tajawal.ae>

This environment was by far most challenging with some keywords having organic space of only 55% in the First Page of Google due to competitiveness and Adwords, Ranked Keywords in Google UAE and Google KSA are below:

- Cheap Flights
- Hotel Booking
- Book hotels Online
- Online Hotel Booking
- Hotel booking in Dubai
- Shaheen Air
- Air India
- حجز طيران
- حجز تذاكر طيران
- الخطوط السعودية
- طيران ناس

INDUSTRY EXPERIENCE

FOUNDER

CryptoNews

📅 2017 - Ongoing 📍 Dubai, United Arab Emirates
🌐 <https://www.cryptonews.ae>

Cryptonews is a blog on cryptocurrencies and trending blockchain news and events

- Clearly passion driven brand to educate the People of UAE about the blockchain technology.
- Structured a team in UAE for providing multilingual content to facilitate all users.



SEO EXECUTIVE

Elite Pearl Yachts Charter

📅 09/2015 - 04/2016 📍 Sheikh Zayed Road, Dubai

Elite Pearl Yachts Charter is One of the Renowned Yachts Charter Company in Dubai Marina, My Responsibilities here were :

- Development of the Primary Domains.
- Deduction of Marketing Plan.
- Competitive Research & Analysis.
- Ranking Company's 3 Businesses in Google Organic Search.
- Running SEM Campaigns for the Company.
- Domains Weekly Auditing & Link Building.



EDUCATION

Bachelors in Software Engineering

Foundation University Islamabad

📅 2011 - 2015 📍 Islamabad, Pakistan

STRENGTHS



My Engaging Content

After 6 Years of Extensive Experience in Content Marketing & SEO.



Partner with Over 4000 Websites

I have the collaborated with over 4000 Domains Worldwide with different languages in my SEO Career.



Mastering Almost All Marketing Tools

Expertise on SEOClarity, gShift, Deep Crawl, MOZ, AHrefs, Majestic SEO, SEMRUSH, HootSuite, Pitch Box, Long Tail Platinum, Amazon AWS Services, Web Scrapers & Much More.

TOP RATED SEO WORK

WiseBread SEO Project

📅 06/2014 - 10/2014
🌐 <http://www.wisebread.com/>

Some targeted Keywords that are ranking in top 3 on google are given below:

- Hair Growth Pills
- Best Stain Remover From Clothes
- Thoughtful Christmas Gifts
- Fun Thing to Do
- Chase Secured Credit Card
- Free Airline Tickets
- Hair Growing Pills

The College Inverstor - SEO

📅 03/2015 - 06/2015

Client came with a lot of Desperation after he had already hired two SEO Companies I ranked them on these keywords on Top 3 Places :

- Fedloan
- Residual Income
- Stock Market Blog
- Passive Income Ideas
- Nelnet Student Loans
- Residual Income Ideas

KEY SKILLS

On Page SEO



Link Building



Keyword Research



Internal Linking



Meta Tags Optimization



Link Auditing



Blogging

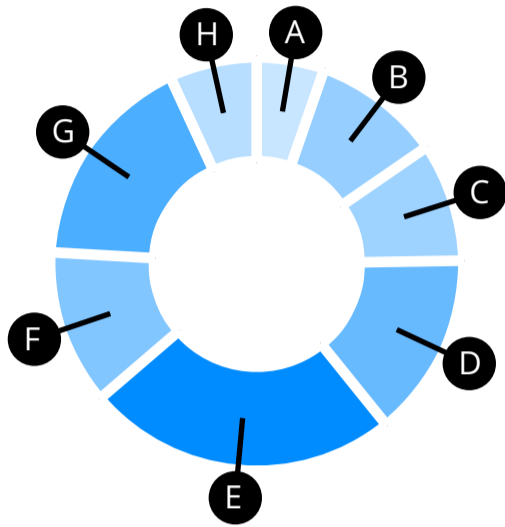


STRENGTHS

</> Expert in Implementing Structured Data

I can implement custom Structured Data to alter the SERP results increasing the CTR dramatically.

HOW I SPEND MY DAY



- A** Sipping Coffee & Preparing Spreadsheet of all the ingredients.
 - B** Spreading Time With Team and Inter department communication.
 - C** Competitive Analysis
 - D** Hunting SEO Automation Opportunities
 - E** Handling PR and Outreaching with Anchor Text Optimization (keeping it natural)
 - F** Brainstorming with Team.
 - G** Checking for all CTR optimization Opportunities
 - H** Checking for Google Search Algorithm Updates.
-

KEY SKILLS

Structured Data Implementation



Automation Strategy



MY PASSIONS

 **Blogging**

 **Entrepreneurship**

 **Public Motivational Speaking**

 **Leadership**

MY PUBLICATIONS

Wrote 50+ Articles on Digital Marketing

ExpressBlogger

Sheikh Mohammad Bilal

 2016 - Ongoing

 <https://www.expressblogger.com/category/advertising-marketing/>

Wrote a mix of Marketing Articles from experience to help people understand the Why and How of Online Marketing.
