Muhammad Arslan

Local SEO Specialist

Helping local businesses grow visibility across Google Maps, search, and AI-powered results. 5+ years of experience in Local SEO & Google Business Profile.



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Pakistan · Working worldwide

Profile

I'm a Local SEO Specialist who genuinely enjoys helping businesses get found where their customers are actually looking, mainly on Google Maps and Google Search.

Over the years, I've worked on local SEO campaigns, Google Business Profile optimization, on-page SEO, technical SEO, and content strategies, always with one goal: better rankings and more of the right kind of traffic.

I'm also spending time learning and working with AI Search, AEO (Answer Engine Optimization), and GEO (Generative Engine Optimization), because I believe businesses need to stay visible as more people turn to AI tools to find information and services.

I like keeping things practical. No unnecessary complexity, just clear strategies, honest communication, and consistent effort toward results that actually help a business grow.

5+	49+	99+	7+
Years of Experience	GBPs Optimized	Local SEO Projects Delivered	Countries Served

Experience

SEO Manager & Team Lead — Current
Jan 2022 – Present

SERPsLab · Full-time

Leading SEO strategy and execution across Local SEO, E-commerce SEO, and organic growth campaigns, while managing and mentoring SEO teams.

SEO Strategy · Local SEO · E-commerce SEO · Team Leadership

SEO Specialist — Current
Jan 2025 – Present

Webolytics · Contract

Focused on Off-Page and Local SEO, including link building, guest posting, citation building, GBP optimization, and local search growth.

Off-Page SEO · Local SEO · GBP · Link Building

SEO Specialist
Jun 2021 – Jan 2022

Appleshapple · Full-time

Worked across On-Page, Off-Page, Technical SEO, content optimization, link building, and competitor research for e-commerce projects.

E-commerce SEO · Technical SEO · Content · Link Building

SEO Intern
Jan 2021 – May 2021

Agents Centre · Full-time

Built hands-on SEO experience across keyword research, On-Page optimization, content, and Off-Page activities.

On-Page SEO · Keyword Research · Off-Page SEO

Core Expertise

- **Strategy & Foundation**
  Local SEO Strategy, Local SEO Audit, Local Keyword Research
- **Optimization**
  Technical Local SEO, Local On-Page SEO, Local Content Marketing
- **Visibility & Authority**
  Google Business Profile (GBP) Optimisation, Google Maps SEO, Local Citation Building
- **Specialized Local SEO**
  Multi-Location SEO, Local SEO Linkable Assets, AI Search / GEO for Local Businesses
- **Growth & Recovery**
  Local SEO Tracking & Reporting, Local Rank Tracking, Local SEO Migration

Education

2019 – 2021
Associate of Science: BSc Double Mathematics & Physics
University of the Punjab

2014 – 2016
High School: Pre-Engineering
Govt. Shalimar Graduate College, Baghbanpura, Lahore

2012 – 2014
Foundation Degree: Biological Sciences
The Citizens Foundation (TCF)

AI Search · AEO · GEO

Helping local businesses stay visible as customers turn to Google AI Overviews, ChatGPT, Perplexity and Gemini.

Muhammad Arslan

Skills, tools & services

SEO Skills

SEO Strategy

- Competitor Research
- Keyword Research
- Search Intent Analysis
- SERP Analysis
- Content Gap Analysis
- Topical Authority
- SEO Growth Planning

On-Page SEO

- Title & Meta Optimization
- Header Tag Optimization
- Keyword Optimization
- Internal Linking
- Content Optimization
- Image & Alt Text Optimization
- URL Structure Optimization

Off-Page SEO

- Link Building Strategy
- High-Quality Backlinks
- Digital PR & Outreach
- Guest Posting
- Citation Building
- Brand Mentions
- Backlink Profile Analysis

Technical SEO

- Crawlability & Indexation
- Site Architecture
- Core Web Vitals
- XML Sitemap Optimization
- Robots.txt Optimization
- Schema Markup
- Technical SEO Audits

Local SEO

- GBP Optimization
- Local Keywords
- Citations Building
- Competitor Analysis
- On-Page SEO
- Local Link Building
- Map Pack Ranking

E-commerce SEO

- Product Page Optimization
- Category Page Optimization
- E-commerce Keyword Research
- Product Schema Markup
- Faceted Navigation Optimization
- Internal Linking Strategy
- E-commerce Technical SEO

AI Search

- AI Search Optimization (AIO)
- Generative Engine Optimization (GEO)
- Answer Engine Optimization (AEO)
- Entity & Knowledge Graph Optimization
- AI Citation & Brand Visibility
- LLM-Friendly Content Optimization
- AI Search Performance Tracking

Analytics & Reporting

- Google Analytics (GA4)
- Google Search Console
- SEO Performance Tracking
- Keyword Ranking Analysis
- Organic Traffic Analysis
- Conversion & Goal Tracking
- SEO Reports & Insights

Tools & Platforms

Ahrefs · Semrush · Google Search Console · Google Analytics 4 · Screaming Frog · Google Keyword Planner · SE Ranking · Surfer SEO · Yoast SEO · Rank Math · PageSpeed Insights · Sitebulb · BrightLocal · Local Falcon · Whitespark · Google Business Profile · Shopify · WooCommerce · Google Merchant Center · Looker Studio · Google Tag Manager · ChatGPT · Perplexity · Gemini

Services

Strategy & Foundation	Optimization	Visibility & Authority	Specialized Local SEO	Growth & Recovery
5 services	5 services	10 services	5 services	6 services

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