AAMIR RAZA

SEO Specialist & Web Developer | Digital Marketing Strategist

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Joya, Amroha, Uttar Pradesh, India

Open to: SEO / Web Developer roles in Pune, Bengaluru, or remote

PROFESSIONAL SUMMARY

Results-driven SEO Specialist with 5+ years of experience driving 60-120% organic traffic growth through data-driven strategies. Expert in Google Discover optimisation, search optimisation, e-commerce SEO and LLM-era search. Proven success managing multiple high-performing websites, with strong technical audit skills and hands-on development experience, including a School ERP in PHP, CodeIgniter and MySQL and websites in Next.js, React and Hugo.

CORE SKILLS

SEO: Technical SEO, SEO Audits, E-commerce SEO, Google Discover Optimisation, LLM SEO, Content Strategy, Link Building, Keyword Research, On-Page and Off-Page SEO

Analytics & Tools: Google Analytics, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Moz, PageSpeed Insights, Schema Markup, Core Web Vitals Optimisation

Web Development: PHP 8, CodeIgniter 3 (MVC), MySQL / MariaDB, REST APIs, Next.js, React, Firebase, Hugo, HTML, CSS, JavaScript, jQuery, Bootstrap, Cloudflare

ERP & Automation: mPDF, 20+ Payment Gateways (Razorpay, Paytm, Stripe), Chrome Extensions (Manifest V3), PWA, Biometric Integration, RBAC, Cron Jobs, Webhooks

Other: Python (SEO automation), Data Analysis, A/B Testing, Conversion Rate Optimisation (CRO), Content Marketing, SEM, Social Media Marketing, Email Marketing

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist

August 2020 - Present

Self-Employed | India

- Orchestrated SEO strategies for 100+ websites, achieving a 60-120% increase in organic traffic through keyword research, technical optimisation and content strategy.
- Pioneered LLM-era SEO techniques, adapting strategies for AI-powered search experiences including Google AI search, and optimising content for featured snippets and knowledge panels.
- Specialised in Google Discover optimisation, driving a 200% increase in impressions through entity-based SEO, high-quality visual content and E-E-A-T principles.
- Conducted 50+ comprehensive SEO audits, identifying critical technical issues and delivering an average 40% improvement in Core Web Vitals and search rankings.
- Developed data-driven e-commerce SEO strategies, optimising product pages and implementing schema markup to increase conversion rates by 35%.
- Tracked search trends and algorithm updates to adjust strategies proactively, maintaining strong rankings through multiple Google core updates.
- Worked with content teams and developers to implement SEO best practices, improving crawlability, indexation and user experience.

SELECTED WEB PROJECTS

AI Smart School Enterprise ERP & Campus Management System - Full-Stack Developer

PHP 8, CodeIgniter 3 (MVC), MySQL / MariaDB, JavaScript, Bootstrap, mPDF, PWA | Multi-branch, SaaS-ready architecture

- Designed and developed an enterprise-grade School ERP using PHP (CodeIgniter MVC) and MySQL, automating administrative, academic and financial operations for 1,000+ students and 50+ staff.
- Built a fee engine supporting partial payments, dynamic late fines, discounts, carry-forward balances and 20+ payment gateways (Razorpay, Paytm, Stripe and others) with instant receipts.
- Engineered an examination module with mPDF to generate high-resolution, barcoded PDF marksheets and automated report cards with consolidated term analytics.
- Developed a custom Chrome Extension (Manifest V3) for WhatsApp Web to automate personalised fee reminders, reducing collection turnaround time by 40%.
- Integrated biometric attendance sync with absent alerts via SMS and WhatsApp, alongside HR and payroll, timetable, transport, library and inventory modules.
- Implemented granular RBAC across 7+ roles with CSRF protection and audit trails, and delivered the platform as a Progressive Web App (PWA) with offline caching.

Sainik School Guide - sainikschooleastsiang.in

Built and run a Hugo static content website for Sainik School (AISSEE) aspirants, published via Cloudflare Pages, with a structured daily content and verification workflow.

lexx.in - Digital Agency Website

Run a digital agency offering SEO and website services to schools, hospitals and local businesses, including prospect research and outreach.

KEY ACHIEVEMENTS

- Delivered consistent 60-120% organic traffic growth across a client portfolio through strategic SEO implementation.
- Successfully adapted SEO strategies for emerging AI search technologies and LLM-powered search experiences.
- Established a systematic approach to SEO audits, creating replicable frameworks for technical issue resolution.
- Maintained a 95%+ client retention rate through transparent communication and measurable results.

EDUCATION

B.Tech - Electronics and Communication Engineering **2018 - 2021**

IFTM University, Moradabad, Uttar Pradesh

ADDITIONAL INFORMATION

- **Languages:** English (Professional), Hindi (Native)
- **Portfolio:** sainikschooleastsiang.in | lexx.in | School ERP (PHP / CodeIgniter)
- **Core strengths:** Strategic thinking, data-driven decision making, cross-functional collaboration, adaptability
- Continuous learner, staying current with search algorithm updates, SEO trends and Google's evolving ecosystem.