



Contact

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- Upwork · 100% Job Success
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Education

BS, Computer Science
Superior University, Lahore
Aug 2015–Oct 2019

Digital Marketing, SEO &
Content Marketing
eRozgar
2020–2021

Certifications

- 6× BrightLocal, 2024
- Generating and Managing Reviews
BrightLocal · Oct 2024
- Cleanup and Manage Local Business Listings
BrightLocal · Sep 2024
- Create, Optimize & Manage Google Business Profile
BrightLocal · Sep 2024
- Beginner Guide to Local SEO
BrightLocal · Sep 2024
- Local Keyword Research
BrightLocal · Apr 2024
- Local SEO Audits for Multi-Location Businesses
BrightLocal · Feb 2024

Muhammad Talha

SEO Specialist

Open to remote & in-house roles

SEO Specialist with 6 years across Local SEO, technical SEO, and content strategy. Currently SEO Expert for a multi-location education network, running Local SEO end-to-end across every campus, alongside freelance client work in e-commerce, home-services, and media. Grew a beverage brand from \$5K to \$69K in monthly revenue in six months, and built an owned content site to 10K monthly visits before selling it. Native/bilingual English, working US and UK hours from Pakistan.

100%

Upwork Job Success

1,648

Hours Delivered

6 yrs

In SEO

0–4 hrs

Avg. Response

Work Experience

- SEO Expert · Stars Educational Network** Jul 2024–Present
 - Own Local SEO for a multi-location education network: audited and optimized Google Business Profiles across every campus
 - Rebuilt site structure and on-page SEO to current standards after an audit found it fell short of best practice
 - Ran full-scope Local SEO — technical audits, on-page fixes, GBP optimization, citations, and link building
- SEO Specialist (Independent) · Upwork** May 2024–Present
 - Freelance client work carried alongside the full-time role above: technical audits, indexation and structured-data fixes, Local SEO, and content strategy
 - Clients span e-commerce, home-services (pool & spa builders, shed builders), and media (a video production studio)
 - 100% Job Success Score across 22 contracts and 1,648 tracked hours
- SEO Strategist · The Blogging Lab** Aug 2023–May 2024
 - SEO audits and strategy across multiple concurrent client projects.
- Blog Manager · makeatea.com** Feb 2022–Mar 2023
 - 250+ articles published; grew the site to 10K monthly organic traffic, then sold it for profit.
- Junior SEO Expert · Social Prizm** Jan 2021–Oct 2021
 - Keyword research, on-page optimization, indexing and publishing.
- SEO Intern · Blogging Adventure** Jul 2020–Dec 2020
 - Keyword research and article writing; 40+ articles.

Skills

Local SEO

Technical SEO

Content & On-Page

AEO / GEO

Tools: GA4 · Search Console · Ahrefs · Semrush · Screaming Frog · Rank Math · BrightLocal · GBP · GTM · Looker Studio · WordPress · Shopify