

MUHAMMED FAYIS

Digital Marketer | SEO Specialist | iGaming SEO

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PROFESSIONAL SUMMARY

SEO Specialist with 4+ years of hands-on experience in Technical SEO, On-Page SEO, Off-Page SEO, and organic growth. I've worked with iGaming and business websites, planning and executing SEO strategies that improve search visibility, increase organic traffic, and build long-term authority. I enjoy analyzing data, researching competitors, and finding opportunities that drive measurable results. I'm proficient in Google Search Console, GA4, Ahrefs, Semrush, Screaming Frog, and WordPress, and I'm always eager to stay updated with the latest SEO trends and Google algorithm changes.

WORK EXPERIENCE

SEO Specialist

September 2025 – Present

DigiGrowth IT Solution LLC – Dubai, UAE

- Develop and execute SEO strategies for websites operating in the highly competitive iGaming industry.
- Perform comprehensive On-Page, Off-Page, and Technical SEO to improve search visibility and organic performance.
- Conduct detailed keyword research, search intent analysis, and competitor benchmarking to identify new growth opportunities.
- Analyze website performance using Google Analytics 4, Google Search Console, and SEO tools to make data-driven optimization decisions.
- Perform technical SEO audits, including crawl analysis, indexing improvements, Core Web Vitals optimization, structured data implementation, and internal linking enhancements.
- Plan and execute white-hat link-building campaigns to improve domain authority and organic rankings.
- Collaborate with content teams to optimize landing pages and SEO-focused content.

Digital Marketing Specialist

2024 – 2025

Smart hands Docs Travel Dubai, UAE

- Designed and developed the official company website using WordPress.
- Implemented SEO-friendly website architecture, schema markup, metadata optimization, and mobile responsiveness.
- Managed Local SEO and optimized Google Business Profile.
- Executed content optimization strategies to improve organic visibility.
- Planned and managed social media marketing campaigns to improve online presence.

Key Achievements

- Successfully launched the company's official website with an SEO-first approach.
- Improved local search visibility through Google Business Profile optimization.
- Increased user engagement through optimized website structure and content.
- Using only basic SEO techniques, I was able to secure a top ranking for the keyword 'Documents Clearing in Dubai'.

Senior SEO Analyst

2023 – 2024

Bandse Digital Solutions – Kerala, India

- Conducted comprehensive keyword research and competitor analysis.
- Executed On-Page and Technical SEO optimization.
- Planned and implemented white-hat link-building campaigns.
- Managed website audits and resolved technical SEO issues.
- Prepared monthly SEO reports with actionable insights.

SEO Analyst

Oct 2022 – Oct 2023

Acodez IT Solutions – Kerala, India

- Performed technical SEO audits and website analysis.
- Conducted keyword research and content optimization.
- Improved website indexing, crawlability, and metadata.
- Assisted in link-building campaigns and SEO reporting.
- Worked closely with developers to implement SEO best practices.

CORE SKILLS

SEO

- Technical SEO
- On-Page SEO
- Off-Page SEO
- iGaming SEO
- International SEO
- Local SEO
- Keyword Research
- Competitor Analysis
- Link Building
- Content Strategy
- Internal Linking
- Schema Markup
- Core Web Vitals
- Website Audits

Analytics & Tools

- Google Analytics 4
- Google Search Console
- Google Tag Manager
- Microsoft Clarity
- Ahrefs
- Semrush
- Screaming Frog
- Google Looker Studio

CMS & Web

- WordPress
- HTML
- CSS
- Elementor

Daily drive AI Tools

- Chat GPT
- Claude
- Deepseek
- Gemini

Education

Advance Diploma in Digital Marketing

Aviv Digital, Calicut

Bachelor of Commerce (B.Com)

Bharathiar University

Certifications

- Google Analytics Certification
- Google Ads Certification
- HubSpot Social Media Certification
- HubSpot Digital Marketing Certification

Language

- English
- Hindi
- Tamil
- Malayalam