Abdelrhman Ibrahim

Search Engine Optimization Specialist

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PROFESSIONAL SUMMARY

SEO Specialist with 4 years of hands-on experience growing organic traffic for websites in Saudi Arabia, the UAE and Egypt across real estate, healthcare (YMYL), legal services, travel, Hajj & Umrah and eCommerce. Strong in technical SEO (crawlability, indexation, site architecture, page speed), WordPress hack recovery, search-intent content strategy in Arabic and English, and visibility in AI search (Google AI Overviews, ChatGPT, Perplexity). I also design and build WordPress websites. Every result below is backed by Google Search Console data, with full case studies on my portfolio.

KEY RESULTS

- **2.8× organic clicks in 3 months** for a Saudi travel & tourism site (1.53K → 4.24K clicks, average position 24.7 → 6.4, mobile PageSpeed 54 → 93).
- **#1 on Google in Saudi Arabia** for “NIPT test” for a medical laboratory, and cited as a source by Google AI Overviews (10+ medical test searches), ChatGPT and Perplexity.
- **Recovered an Egyptian real estate platform from a persistent WordPress hack** (cloaking + spam indexation): daily clicks ~20 → 120+; removed 58 malicious files and contained a later re-infection the same day.
- **1.01M impressions in 3 months (+19% clicks)** for a mature UAE legal services site while holding page-1 rankings.
- **2.7× organic clicks in 3 months** for a UAE notary & power-of-attorney site (1.8K → 4.91K clicks, impressions 146K → 319K).

PROFESSIONAL EXPERIENCE

SEO Specialist — Aqar Land — **Aug 2026 – Present**

Cairo, Egypt · On-site · Real estate, Egyptian market

- Own SEO for the company’s real estate websites: technical health, indexation, site structure and buyer-intent keyword targeting.
- Manage a team of four content writers: assign SEO content briefs, review drafts for search intent and on-page quality, and track delivery.
- Building a task dashboard to plan, assign and monitor writer output and content deadlines.

SEO Specialist — Tnzeem Puzzle (Al Tanzeem Travel & Tourism) — **Aug 2025 – Jul 2026**

Remote · Saudi Arabia & Gulf market

- Owned SEO strategy and execution for the company’s websites in travel & tourism, Hajj & Umrah, auto parts and corporate marketing.
- Grew the tourism site’s organic clicks by 177% in 3 months and moved it from page 3 to page 1 by restructuring internal linking, rewriting robots.txt, cleaning the XML sitemap and optimizing URL slugs.
- Raised mobile PageSpeed from 54 to 93 (LCP 2.0s, CLS 0.031) and built keyword research around Saudi traveler intent to target lead-generating queries.
- Ran technical and content audits on WordPress and custom-coded sites, prioritized fixes by impact, and delivered monthly reports on rankings, traffic and progress.

On-Page SEO Specialist — Delta Medical Laboratories

Oct 2024 – Aug 2026

Saudi Arabian market · Healthcare (YMYL)

- Ranked the site #1 on Google in Saudi Arabia for high-competition test searches such as “NIPT test”, competing with large national lab chains.
- Built the content plan around test-level intent (what the test is, who needs it, preparation, result time, cost) with question-led headings that earned jump links in Google results.
- Wrote definition-first answers that Google AI Overviews, ChatGPT and Perplexity quote and link to, and linked articles to test and booking pages to turn rankings into bookings.
- Strengthened EEAT for YMYL medical topics with the content team, and monitored crawling, indexation and performance in Google Search Console for two years.

SEO Specialist — New Start Real Estate

Dec 2022 – Jun 2025

Egypt · Real estate websites

- Managed SEO for multiple real estate websites competing in high-value property markets.
- Ran technical audits with Screaming Frog, Ahrefs and Semrush and fixed crawlability and indexation issues.
- Optimized site structure, metadata and internal linking for priority project and listing pages, guided by buyer-intent keyword and competitor research.
- Reported rankings and performance monthly and worked with content and development teams to ship SEO best practices.
- Awarded **Best Employee of 2023** (Certificate of Appreciation) for SEO performance.

Freelance SEO & Web Design

Ongoing

Clients in the UAE, Saudi Arabia, Egypt and Iraq

- SEO for UAE legal services and notary websites: technical audits, canonical and cannibalization fixes, internal linking, new service content and CTR optimization (results above).
- SEO audits, strategies and pre-launch SEO for businesses in accounting, engineering, contracting and tourism.
- Designed and built **home-era.com** (WordPress, interior design company, Saudi Arabia) and **badyastore.net** (WordPress + WooCommerce, Arabic abaya store, Egypt).

SKILLS

Technical SEO	Site audits, crawlability, indexation, XML sitemaps, robots.txt, canonicals, redirects, site architecture, Core Web Vitals, structured data
On-Page & Content	Search intent mapping, keyword research, topic clusters, content briefs, metadata, internal linking, EEAT for YMYL, Arabic & English content
AI Search	Content structured to be cited by Google AI Overviews, ChatGPT and Perplexity
Site Security	WordPress hack cleanup, spam/cloaking removal, Search Console recovery
Off-Page & Research	Link building, competitor and backlink analysis, rank tracking, monthly SEO reporting
Web	WordPress, WooCommerce, Shopify, Salla; also YouTube SEO and Google Ads

TOOLS

Google Search Console · Google Analytics · Bing Webmaster Tools · Microsoft Clarity · Semrush · Ahrefs · Screaming Frog · PageSpeed Insights · Google Keyword Planner · Ubersuggest · Trello · AI assistants (Claude, ChatGPT)

EDUCATION & TRAINING

Bachelor of Tourism and Hotels

The Higher Institute for Tourism and Hotels (EGOTH), Alexandria

Search Engine Optimization Course — Eng. Mahmoud Qalilah

Google Ads Course — Omar Abdelrhman

LANGUAGES

Arabic — Native

English — Intermediate