Fassih Fayyaz

SEO Specialist — **Technical SEO**, **Semantic SEO**, **Topical Authority** & SEO Automation

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Summary

- SEO specialist with 8+ years of hands-on experience driving organic growth for SaaS-adjacent, affiliate, and B2B service websites. Proven record of lifting site health, search visibility, and **Core Web Vitals** on production WordPress sites — including taking Ahrefs site health from 62% to 97% and PageSpeed to 100 desktop / 99 mobile on a 100+ page enterprise build.
- Combines technical SEO, semantic SEO and topical-authority work with a Python automation toolkit for keyword research, SERP clustering and entity analysis. Comfortable owning the full SEO stack — audits, crawl/index fixes, schema architecture, internal linking, content strategy, reporting dashboards, and cross-functional execution with content and web teams.
- Strong generalist across WordPress, web performance, GA4/GTM/Looker Studio, Bing Webmaster, and AI-assisted SEO workflows. Used to taking a noisy site from weak baseline to measurably better organic performance under tight constraints.

Experience

PI Startup Advisory, SEO Specialist & Web Performance Lead
Remote / Multan, Pakistan
Mar 2025 – present
1 year 5 months

- Improved Ahrefs technical SEO health from 62% to 97% on a heavy Divi-based 100+ page B2B site by running full audits, resolving 42 prioritized technical issues, and cleaning backlink risk (disavowed 250 toxic domains).
- Took Google PageSpeed to 100 desktop / 99 mobile, GTmetrix to 100% A grade / 491ms load time, and Pingdom to 99 / A grade / 900ms on a production WordPress build running on Hostinger Cloud — via Cloudflare CDN, Optimole + ShortPixel image optimization, caching, and **Core Web Vitals** fixes.
- Owned the technical SEO stack end-to-end: schema architecture, internal linking, robots.txt + disavow strategy, semantic HTML optimization, sitemap/redirect cleanup, GSC/Bing indexation work, and structured data across major service pages.
- Built the reporting and tracking layer: GA4 reporting dashboard, Looker Studio dashboard, and GTM event tracking for contact-form submissions and CTA clicks.
- Researched and built a multi-week topical map to support long-term semantic SEO direction and content rollout across GCC business-formation markets (Bahrain, Saudi Arabia, Oman, Turkey, UAE, Qatar, Cyprus, Lithuania).
- Ran continuous rank tracking, competitor/backlink analysis, keyword research and content planning; extracted 40 competitor keywords, 40 topic gaps, and a 28-keyword content plan.
- Led Divi to Bricks migration (staging + live rollout) across multiple regional sites to lift both design and performance headroom.
- Coordinated weekly task execution with content and design teammates, supervised social ad content production, and ran LinkedIn / Quora external publishing to build topical presence.

Upwork, **Technical SEO** & WordPress Specialist (Freelance) — Remote
May 2020 – present
6 years 3 months

- Delivered 5+ technical SEO audits using Screaming Frog, Ahrefs, SEMrush, GSC and Moz, with prioritized fix roadmaps and crawlability improvements.
- Built and launched 10+ SEO-ready WordPress sites across themes and builders (Elementor, Divi, Beaver Builder, WPBakery, Astra, Kadence, Blocksy).
- Managed domain/hosting migrations, staging workflows, and **Core Web Vitals** optimization; handled on-page SEO, image SEO, sitemap/robots.txt, analytics tracking, and client-facing reporting.

ACID 8M, Search Engine Optimization Specialist — Remote
May 2023 – Dec 2024
1 year 8 months

- Completed 20+ technical SEO audits and resolved 200+ crawl and index issues across client sites.
- Improved search visibility by 22% through site architecture and technical SEO improvements.
- Built 10+ semantic topical maps and optimized 18 articles onto the first page of Google.
- Integrated technical + semantic SEO across teams and handled WordPress hardening and security controls.

GrowBit Tech, SEO Strategist & **Technical SEO** Specialist — Remote
Feb 2022 – May 2023
1 year 3 months

- Researched 500+ high-value keywords using Ahrefs, SEMrush, Google Keyword Planner, Google Trends, and AnswerThePublic / AlsoAsked.
- Drove 75% organic traffic growth in 12 months through **E-E-A-T** optimization and topic clustering.
- Achieved top-3 rankings for 20+ terms through on-page, technical SEO and link building.
- Managed a 5-member content team and delivered siloed, intent-focused content.

GrowBit Tech, Website Designer (WordPress) — Remote
Feb 2021 – Jan 2022
1 year

- Built responsive WordPress sites with Elementor, Divi and WPBakery using mobile-first design.
- Improved image delivery, metadata, page speed, font loading and database performance for **Core Web Vitals** compliance.

Fiverr, WordPress Designer & Local SEO Freelancer — Remote
Sept 2019 – Mar 2020
7 months

- Designed 20+ client websites with WordPress builders, plugins and custom layouts.
- Executed local SEO and Google Business optimization including structured data work.
- Applied speed optimization, image SEO, mobile responsiveness, backups and security hardening.

Amazon Affiliate Marketing, SEO Content Strategist & **Technical SEO** — Remote
Apr 2017 – July 2019
2 years 4 months

- Published 20+ SEO-optimized articles and built internal linking silos for an early affiliate site.
- Recovered from algorithm impacts and improved organic traffic by 38%.
- Ranked 20+ keywords in the top 3 through keyword research, KGR clustering and content optimization.
- Led backlink acquisition (directories, outreach, Web 2.0) and disavow management; built analytics tracking for rankings, traffic and conversions.

Projects

SEO Clustering Tool — 2025 – present

Open-source Python + Streamlit tool for advanced SEO keyword clustering via SERP overlap, with cost-aware caching to reduce API spend.

- Builds topical clusters using SERP URL overlap analysis; planned local semantic clustering module.
- Intelligent caching layer cuts DataForSEO / SERP API costs during large keyword sets.

Keyword Autocomplete Tool 2025 – present

Python tool for discovering long-tail keyword opportunities at scale using Google Autocomplete and the DataForSEO API.

- Automates long-tail keyword discovery and SEO research workflows.

Entity Intelligence Suite 2025 – present

Python tool for entity gathering, entity SEO research and competitor intelligence — supports semantic SEO and topical-authority analysis.

- Entity-focused SEO research and programmatic competitor intelligence.

FassihFayyaz.net Feb 2026 – present

Active personal publishing site built on Bricks Builder, focused on hands-on tool reviews and practical guides for freelancers and small businesses.

- Documented 100-point scoring framework with a 14-day live-environment testing rule to support **E-E-A-T** and editorial trust.

FassihFayyaz.com & Laptop Finder World 2019 – 2023

Personal affiliate content sites built on WordPress / Kadence; end-to-end on-page, technical, and off-page SEO execution.

- Ranked 10 articles in Google top 3 without backlinks; 3 keywords reached
- Lifted DA to 50+ on Laptop Finder World, then executed a full de-index and rewrite strategy toward semantic SEO / topical mapping.
- Improved PageSpeed Desktop 80 to 100 and Mobile 42 to 74; cut Pingdom load time from 7.87s to 2.10s on cheap shared hosting.

Skills

***Technical SEO*:** Screaming Frog, Ahrefs, SEMrush, GSC, Bing Webmaster, site audits, crawl/index fixes, schema/structured data, internal linking, **Core Web Vitals**, robots.txt/disavow, redirects, semantic HTML

***Semantic SEO*:** Topical authority, topical maps, topic clustering, **E-E-A-T**, entity SEO, content silos, intent mapping, Frase, SurferSEO

Analytics: Google Analytics 4, Google Tag Manager, Looker Studio, GA4 reporting dashboards, event tracking, rank tracking, GSC/Bing reporting

WordPress: Bricks, Elementor, Divi, Kadence, Blocksy, Astra, WPBakery, Rank Math, Yoast, WooCommerce, speed/caching, Cloudflare, migrations

SEO Automation: Python, Streamlit, SERP clustering, keyword clustering, Google Autocomplete API, DataForSEO API, OpenAI API, AI-assisted content workflows

Performance: PageSpeed Insights, GTmetrix, Pingdom, Optimole, ShortPixel, LiteSpeed Cache, CDN setup, image optimization, **Core Web Vitals** compliance

Certifications

DigiSkills SEO Course July 2024

DigiSkills Freelancing July 2024

Udemy - WordPress: Create Stunning Websites for Business Apr 2024

NFC IET Multan - AI & Machine Learning Diploma (Kamyab Jawan Programme) 2020-05 / 2021-09

Coursera - Introduction to Data Science in Python, Python Data Structures, Programming for Everybody 2021

Udemy - The Complete Ethical Hacking Course Mar 2017

Education

Intermediate **Govt. Wilayat Hussain College, Multan**, Computer Science, Mathematics and Computer Science — Multan, Pakistan
- Grade: A

Apr 2017 – Jan 2019

Matric **Government Rafah E Aam High School**, Mathematics and Computer Science — Multan, Pakistan
- Grade: A

June 2013 – July 2015

Languages

- English - strong reading & writing (written communication strength)
- Urdu, Saraiki, Punjabi - native; Hindi - native-like speaking