



KHURRAM SHAHZAD

SEO Team Lead | Technical SEO, AEO & GEO | Full Stack Developer

Karachi, Pakistan

khurram-shahzad.sitelyx.co

khurramshahzad@seositechecker.pro

LINKS

- in/khurramshahzad-ghafoorahmed
- khurram-shahzad.sitelyx.co

PROFILE

SEO Team Lead with 8+ years driving organic growth for global publishing, content and SaaS brands. I lead search strategy across Google and Bing, and run an active AEO/GEO program that has earned 1,200+ AI citations across Microsoft Copilot, ChatGPT, Gemini and Google AI Overviews. Unusually for an SEO lead, I also ship the fixes myself (Laravel, WordPress, Core Web Vitals, schema and server-side performance), so technical recommendations never sit in a dev backlog. Recent results: 30,500+ Bing AI citations within 3 months of a publishing site's relaunch, and page one on Bing for 980+ searches for SEO Site Checker.

CORE EXPERTISE

- Technical SEO & site architecture
- AEO (Answer Engine Optimization)
- GEO (Generative Engine Optimization)
- Bing / Microsoft Search & IndexNow
- International SEO (US & UK)
- Local SEO & Google Business Profile
- Link acquisition & digital PR
- Social media & paid ads
- Team leadership & client reporting

PERFORMANCE SNAPSHOT · PUBLISHING PORTFOLIO

1,200+ AI CITATIONS (COPILOT, 3 MONTHS)	+183% ORGANIC TRAFFIC GROWTH	+69% GOOGLE CLICKS (586 / MO)
30.5K+ BING AI CITATIONS, WRP RELAUNCH	92% SITE HEALTH SCORE (SEMRUSH)	+75% ORGANIC CLICKS, TWPC, JUL-OCT 2026

WORK EXPERIENCE

Feb 2026 – Present

SEO Lead / US/UK publishing & content-services brands (remote, contract)

- Lead end-to-end organic strategy for a US/UK publishing and content-services portfolio: theworldpublishingcompany.com, thewriterscentral.com, globalpublishinghub.com and britishcontentwriters.co.uk.
- Built the AEO/GEO program from zero (entity optimization, structured content, FAQ/HowTo schema, citation-friendly formatting), now earning 1,200+ AI citations per quarter across Microsoft Copilot, with visibility in ChatGPT, Gemini, AI Mode and Google AI Overviews.
- Captured 15% citation share on "book publishing companies" and 27-31% share on commercial ghostwriting and wiki-creation queries.
- Run a parallel Bing/Microsoft Search track (Bing Webmaster Tools, IndexNow, Bing ranking factors), capturing traffic competitors miss by optimizing for Google only.
- Lead technical delivery: Core Web Vitals remediation, schema architecture, crawl budget and indexation control, hreflang for US/UK targeting and site migrations, maintaining a 92% Semrush site health score.
- Drove organic traffic +183% and grew the ranking keyword set to 528 (+7.5%), lifting average Google position from 14.6 to 12.3.
- The World Publishing Company: built 540+ local publisher pages; organic clicks +75% (18 Jul to 17 Oct 2026 vs the previous 3 months), with those pages earning two thirds of search clicks.
- Western Reflections Publishing: redesigned and rebuilt the site, then grew it to 30,500+ Bing AI citations within 3 months of the relaunch, with 456 Bing clicks and 23.6K impressions (Jul to Oct 2026).

PROFILES

- github.com/KhurramShehzaad
- behance.net/khurram-shahzad
- seositechecker.pro

SKILLS

Technical SEOAEOGEO

Schema / JSON-LDCore Web Vitals

HreflangLog Analysis

Crawl BudgetSite Migrations

llms.txtE-E-A-T

Bing / Microsoft Search & IndexNow

International SEO (US & UK)

Local SEO & Google Business Profile

Link Acquisition & Digital PR

Social Media Management & Paid Ads

Team Leadership & Client Reporting

GoogleBingCopilotChatGPT

PerplexityGeminiAI Overviews

PHPLaravelWordPress

WooCommerceShopifyReact.js

Vue.jsREST APIscloudflare

AWS / GCP

CERTIFICATIONS

Digital Marketing
Google Digital Garage

Front-End Developer
HackerRank

CSS & HTML Essentials, Full Stack Development
LinkedIn Learning

EDUCATION

Software Engineering
Aptech Computer Education, Karachi · 2015 - 2018

Computer Hardware & Networking
Infra Computer Hardware Training Center · 2015

Intermediate
Gulzar-e-Hijri · 2014 - 2017

Aug 2025 – Present

Sep 2023 – Nov 2025

Apr 2021 – Jul 2025

Apr 2020 – Dec 2020

Dec 2019 – Apr 2020

- Direct keyword research, SERP and competitor gap analysis, content briefs, internal linking architecture and topical authority clusters.
- Manage Google Business Profile and local pack optimization for "near me" and geo-modified service queries across multiple US locations.
- Oversee social media management and paid campaigns (Meta, Google, LinkedIn) as an integrated organic and paid growth motion.
- Report to stakeholders via GA4, Search Console, Bing Webmaster Tools and Looker Studio dashboards.

SEO & Web Performance Lead / SEO Site Checker (remote)

- Built and grew SEO Site Checker (seositechecker.pro), a free toolkit of 140+ SEO and AI tools in 13 categories.
- Page one on Bing for 980+ searches, including "seo score tool" (avg position 4.2) and "website seo checker" (Bing keyword report, Oct 2026).
- 444 Bing AI citations (20 Jul to 18 Oct 2026) and about 460 ChatGPT-referred sessions in 2026, more than Google organic.
- Growth: technical and on-page SEO, listings on SaaSHub, WebCatalog, F6S and Trustpilot, links from 36 sites, and email campaigns.

Development Team Lead / Grand Insight, Karachi

- Led SEO, AEO/GEO, development and DevOps across a global portfolio of 200+ active clients, managing a cross-functional team of SEO specialists, developers and designers.
- Shipped fixes directly at code and server level (Laravel/WordPress, Cloudflare, cPanel/CyberPanel) rather than queuing them with a dev team.
- Hired, trained and led the SEO team; set quarterly roadmaps, QA standards and sprint priorities.
- Improved team productivity by 70% through workflow and process optimization.

Senior Web Developer / Grand Insight, Karachi

- Delivered 50+ client projects across WordPress, Shopify, Laravel and custom PHP, with SEO structure, schema, indexing and Core Web Vitals engineered in from the start.
- Built APIs, dashboards and database-driven backend systems; converted Figma/Adobe designs into pixel-perfect responsive UIs.
- Key clients: 4Baby Ultrasound, Toronto Cosmetic Clinic, Web Design Marvel, Dev Connect Hub, SEO Site Checker, ClutchPilot.

Web Developer / Saviours, Karachi

- Built dynamic platforms and custom applications with a focus on UI, performance and fast-loading interfaces.
- Projects: Imgra, ProDesignWorld, ExpertProofers, Phantom Writing, Pixel Consultant.

Full Stack Developer / Halersoft, Karachi

- Specialized in ecommerce: WooCommerce storefronts, conversion-focused UX flows, plugin integration and store automation.
- Projects: MuseLawFirm, CaliforniaLawPro, ChatReloaded, ClothingInn, Faashwear.

LANGUAGES

- English — Professional (written)
- Urdu — Native

Feb 2019 – Dec 2019

- Digital Community Manager** / Mentionslytics, Karachi
- Managed digital community engagement, brand voice and social presence for a SaaS company.
 - Built and maintained landing pages and UI components; supported the Konnikt marketplace platform.

Mar 2017 – Jan 2018

- Senior Web Developer** / Ultralinks International Inc.
- Developed scalable web modules and backend logic; optimized databases and improved site performance.
 - Created reusable PHP modules and UI enhancements.

MEASURED SEO RESULTS (3-MONTH WINDOW)

- theworldpublishingcompany.com (technical SEO, AEO/GEO, Bing, local): 1.1K Copilot citations, 15.06% citation share on "book publishing companies", organic traffic +183%, clicks +69%, impressions +62%, position up 2.3, 92% site health.
- thewriterscentral.com (AEO/GEO, content strategy): 125 AI citations and 26.67% citation share on author-branding queries; leads the "author branding" topic cluster.
- globalpublishinghub.com (AEO/GEO, technical SEO): 53 AI citations from a standing start and 30% citation share on "how to hire a ghostwriter".
- britishcontentwriters.co.uk (full revamp, UK SEO): redesign plus technical SEO, schema and speed optimization for UK market targeting.
- westernreflectionsublishing.com (redesign, rebuild, SEO and AEO): 30,500+ Bing AI citations within 3 months of the relaunch; 456 Bing clicks and 23.6K impressions since the July 2026 launch.
- Sources: Bing Webmaster Tools (AI Performance), Semrush and Google Search Console, July 2026.