Abdelrhman Mohamed

SEO & GEO Specialist

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PROFESSIONAL SUMMARY

SEO & GEO Specialist with 5+ years of experience growing non-branded organic traffic for SaaS, fintech, travel, e-commerce and mobile app brands across Egypt, Saudi Arabia and the Gulf. Delivered up to +4,409% organic clicks and +522% for an e-commerce store through technical SEO, search intent mapping and content strategy. Currently optimizing a SaaS conversational AI platform for both Google and AI search engines (ChatGPT, Gemini, Perplexity, Google AI Overviews).

CORE SKILLS

- **SEO:** SEO Strategy, Technical SEO, On-Page SEO, Off-Page SEO, SEO Audits, Keyword Research, Search Intent Mapping, Site Architecture, Internal Linking, Link Building, Local SEO (Google Business Profile), XML Sitemaps, Robots.txt, Crawl Budget Optimization
- **AI Search:** Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), Semantic SEO, Entity SEO, Schema Markup (JSON-LD), E-E-A-T
- **E-commerce & Apps:** E-commerce SEO, Category and Product Page Optimization, Conversion Rate Optimization (CRO), App Store Optimization (ASO)
- **Content & Analytics:** Content Strategy, SEO Content Guidelines, Competitor Analysis, SEO Reporting, Dashboards

PROFESSIONAL EXPERIENCE

SEO & GEO Specialist | WideBot AI

March 2026 – Present | Remote (Saudi Arabia)

SaaS conversational AI platform (chatbots, voicebots, AI agents) serving enterprises and governments.

- Build pillar-cluster keyword maps for product, solution and use-case pages, with search intent mapping and no keyword cannibalization
- Apply GEO and AEO practices: FAQPage and schema markup (JSON-LD), entity optimization and content structured to be cited by ChatGPT, Gemini, Perplexity and Google AI Overviews
- Build E-E-A-T and trust pages and track brand visibility in AI-generated answers
- Run technical and mobile performance audits (Core Web Vitals, indexing, crawlability, broken links) and ship fixes with developers on Webflow
- Write and optimize meta titles, descriptions and on-page content, and set SEO content guidelines for the content team
- Build SEO dashboards in Data Studio (Looker Studio) connected to Google Search Console and GA4

Mid-Level SEO Specialist | ArabyBrand

January 2025 – February 2026 | Egypt

Digital marketing agency. Promoted twice, from SEO Intern to Mid-Level SEO Specialist, managing SEO and ASO for 15+ travel, fintech, e-commerce and mobile app projects across Egypt and Saudi Arabia.

- Led end-to-end SEO strategies and technical roadmaps for 10+ clients, delivering 40% year-over-year organic traffic growth and a 35% average increase in organic revenue
- Raised Core Web Vitals pass rates from 45% to 92% by leading technical audits with development teams
- Optimized site architecture for large websites (50K+ pages), improving crawl efficiency and increasing indexed pages by 25%

Selected client results (2022 – 2026):

- Flight booking platform (Egypt & KSA): grew organic clicks by 4,409% (55 to 2.48K) and impressions by 548% in 3 months by restructuring the site around search intent
- Home laser devices store (KSA): grew organic clicks by 522% (18K to 112K) in 6 months by rebuilding the product taxonomy, leading with the winning product for CRO and writing content for every category and product page
- Hair care devices store (KSA, new site): grew organic clicks by 1,478% (45 to 710) and impressions by 1,756% with category pages, schema markup and duplicate content fixes
- Tissue products store (KSA): grew organic clicks by 167% (9K to 24K) and impressions by 101% in 6 months through internal linking, blog content, coupon-site backlinks and category-page FAQs
- B2B payments platform (KSA): grew organic clicks by 109% and impressions by 151% (1.3M to 3.26M) in 3 months with landing page planning and transactional content
- Mattress store (KSA): grew organic clicks by 89% (18K to 34K) and impressions to 2.2M in 6 months by resolving all technical issues and scaling internal linking and blog content
- Marriage app (KSA): increased app downloads by 40% in 6 months through ASO on Google Play and the App Store, website journey tracking and a blog built from zero
- Delivered keyword research, on-page optimization, technical audits, link building and monthly reporting for multiple accounts at the same time

All organic results are measured in Google Search Console on non-branded queries only.

Junior SEO Specialist | ArabyBrand

January 2024 – December 2024 | Egypt

- Executed on-page optimization for 5,000+ product listings, lifting click-through rate (CTR) by 18%
- Resolved critical indexing and crawling issues for 8 major websites, recovering 90% of lost traffic within 3 months
- Ran keyword gap analysis that captured 400+ new high-intent keywords, generating 60+ qualified leads per month

SEO Intern | ArabyBrand

February 2022 – December 2023 | Egypt

- Optimized metadata for 100+ articles and landing pages per month
- Conducted keyword research and backlink analysis to support long-term SEO strategy

TOOLS & PLATFORMS

- **SEO & Analytics:** Google Search Console, Google Analytics 4 (GA4), Google Tag Manager, Data Studio (Looker Studio), Ahrefs, Semrush, Screaming Frog, GTmetrix, PageSpeed Insights
- **CMS & E-commerce:** Shopify, WordPress, Salla, Zid, Webflow, App Store Connect, Google Play Console
- **Technical:** HTML, CSS, JavaScript, Schema / JSON-LD, Google Sheets automation, Google Cloud

EDUCATION

Bachelor of Arts (B.A.), Oriental Languages | Helwan University, Cairo | 2020 – 2025

LANGUAGES

- Arabic: Native
- English: Professional working proficiency