

MUHAMMAD UMAR SAFDAR

SEO Content Writer

CONTACT

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EDUCATION

**Government College University
Faisalabad**

2020 - 2024
BS Chemistry

**Govt. Munciple Graduate
College**

2018 - 2020
FSC Pre-Engineering

**Islmaic Science Academy Boys
High School**

2016 - 2018
Matric

SKILLS

- Search Engine Optimization
- SEO Writing
- Product Description
- Keyword Research
- Website Content
- Competitor Analysis
- Blog Writing
- Article Writing
- Copywriting
- Research Skill
- Editing & Proofreading
- Communication

PROFILE

Results-driven SEO Content Writer with over 3+ years of experience in creating compelling, search-engine-optimized, and audience-focused content. I specialize in producing blog posts, website copy, and articles that not only rank higher on Google but also engage and convert readers. Skilled in keyword research, on-page optimization, and content strategy, I blend creativity with SEO expertise to craft content that enhances brand visibility and drives sustainable organic growth. Passionate about writing that adds real value, strengthens brand identity, and delivers measurable results.

WORK EXPERIENCE

Coupico.com

CONTENT WRITER

Oct 2025 - Present

- Wrote engaging blog posts and conducted in-depth research for the ICPs
- Implemented SEO strategies to optimize blog posts for improved online visibility and reach.
- Optimizing content for the target audience to get what they search for

Saving-Chief (Affiliate Marketing Brand)

SEO CONTENT WRITER

June 2021 - Feb 2024

- Wrote engaging and informative blog posts tailored to the Ideal Customer Profiles (ICPs) and business goals.
- Conducted in-depth keyword and topic research to identify trending and high-performing content opportunities.
- Implemented on-page SEO strategies to enhance search visibility, including keyword placement, meta optimization, and internal linking.
- Used tools like Google Analytics, SEMrush, and Yoast SEO to track performance and make data-driven content improvements.