

NIYAS MOHAMED

SEO SPECIALIST

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Location: Dubai, UAE

Open to relocation — Netherlands / EU

PROFILE

SEO specialist with 4+ years of experience driving organic growth through technical, on-page, off-page and local SEO for healthcare, B2B and real-estate brands across the UAE, India, UK and US markets. Skilled in keyword and competitor research, link building, AEO/GEO (AI-search) optimization, and rank, traffic and conversion reporting via GSC and GA4. Backed by hands-on PPC and content experience, and a track record of taking pages to page-one rankings.

WORK EXPERIENCE

SEO Specialist — Dr Plus Home Health Care Jan 2026 – Present
Dubai, UAE

- Own end-to-end SEO for a UAE home-healthcare provider — technical, on-page, off-page and local SEO.
- Ranked multiple service and location pages on page 1 of Google UAE — **three location pages at position 1** and key service terms in the top 3.
- Built and optimized service pages (doctor-on-call, lab tests, home nursing, health packages) with technical SEO, structured data and **AEO & GEO** (AI-search) optimization.
- Run keyword research, competitor gap analysis and internal-linking strategy; track rankings, organic traffic and conversions via GSC and GA4.

SEO Team Lead — Guires Solutions Pvt Ltd May 2025 – Dec 2025
Chennai, India

- Led international SEO across the UK, US, Europe and UAE, achieving **top-3 Google rankings** for competitive keywords.
- Managed SEO campaigns for global brands (FoodResearchLab, Pubrica), increasing visibility and domain authority.
- Ran backlink quality checks (QC) and KPI tracking for SEO executives and interns to maintain high-quality link profiles.
- Monitored and reported performance using GA4, GSC, SEMrush, Ahrefs and Screaming Frog.

Freelance SEO Consultant (concurrent) — UAE Real Estate 2024
Ajman & Dubai property projects

- Delivered SEO and local SEO for Ajman and Dubai property businesses to grow organic and map-pack visibility.
- Conducted real-estate keyword research (rentals, apartments, villas, investment) and competitor analysis against leading property portals.
- Optimized landing pages and tracked organic performance via GA4 and GSC, supported by Meta Ads for lead generation.

Digital Marketing Specialist — Brandwise Marketing Solutions Jun 2023 – Apr 2025
Chennai, India

- Implemented on-page SEO (meta optimization, content structure, URLs, internal linking) and off-page SEO (backlink acquisition, guest posting) to lift rankings and engagement.
- Ran keyword research with SEMrush and Keyword Planner; reported organic performance via Google Analytics and Search Console.
- Collaborated with designers and developers on UX, mobile responsiveness and technical SEO; managed Google Ads delivering **40% conversion growth**.

Digital Marketing Executive — Niya Technologies Pvt Ltd 2022 – 2023
Coimbatore, India

- Managed the end-to-end paid-campaign lifecycle — audience research, segmentation, ad-set structuring and copy creation.
- Ran A/B tests on creatives and copy to improve CTR and overall campaign performance.
- Generated **50+ qualified leads per month** through targeted Facebook lead-generation campaigns.

CORE SKILLS

SEO & Web: Technical SEO, On-page & Off-page SEO, Local SEO, Keyword & competitor research, High-DA link building, AEO & GEO (Answer & Generative Engine Optimization), Core Web Vitals & site speed, HTML/CSS for SEO fixes, WordPress, Shopify

Paid & Growth: Google Ads, Meta Ads, PPC management, Conversion Rate Optimization (CRO), GA4 & reporting, Email marketing & automation, Social media management

Tools: SEMrush, Ahrefs, Screaming Frog, Google Search Console, GA4, Google Tag Manager, Keyword Planner, Surfer SEO, Moz Pro, PageSpeed Insights, GTmetrix, Looker Studio, Rank Math / Yoast, Canva, Filmora, CapCut

LANGUAGES

- English** — Professional (C1)
- Tamil** — Native
- Malayalam** — Native
- Hindi** — Fluent (B2)
- Dutch** — A1 (currently learning)

EDUCATION

MBA — HR & Digital Marketing
RVS Institute of Management Studies & Research, Coimbatore
2021 – 2023

B.Com
Annai College of Arts & Science, Kumbakonam
2019 – 2021

CERTIFICATIONS

- Google Ads Search Certification** — Google
- Content Marketing Certification** — HubSpot Academy (valid to 2027)
- Content Marketing & SEO Fundamentals** — SEMrush Academy
- People Management Essentials** — Google (Coursera)