



Yasamin Farjadian

SEO Specialist

Email: yasaminfarjadian@gmail.com

DoB: 1994-05-14

Mobile: (+98)9135080995

Marital Status: Single

Website: <https://yasaminfarjadian.com/>

Address: Tehran, Iran

Profile Summary

Results-driven SEO Specialist and WordPress Web Designer with over 8 years of experience in search engine optimization, content strategy, and website development. Proven track record of growing organic traffic and building websites from scratch.

Education

Bachelor of Information Technology

Institute/University: Sheikhbahaei University

Isfahan, Iran

2012 - 2016

Master of Information Technology

Institute/University: Tarbiat Modares University

Isfahan, Iran

2021 - 2022

Work Experience

SEO Specialist

Isfahan Science Technology Town

Iran

April 2017 - August 2021

Tasks and Achievements

- Researched and wrote SEO-optimized articles for medical professionals, covering topics in healthcare and psychology.
- Created engaging content for blogs, websites, and social media platforms promoting honey as a health product.
- Collaborated with experts in healthcare and psychology to ensure content accuracy and relevance.
- Crafted export-related articles to guide businesses in international honey trade and regulations.
- Utilized keyword research tools to enhance content visibility in search engines.
- Ensured all content adhered to SEO best practices for maximum reach.

SEO Specialist

Parsi Canada

Iran

May 2022 - June 2024

Tasks and Achievements

- Researched and wrote SEO-optimized articles on immigration topics, including visas, green cards, and citizenship processes.
- Created engaging content for blogs, social media, and newsletters to inform and educate potential immigrants.
- Collaborated with immigration experts to ensure accuracy and relevance of information.
- Increased organic search traffic for immigration-related content through targeted SEO techniques.
- Utilized Screaming Frog to extract and optimize on-page elements, including title tags, meta descriptions, and header structures.
- Analyzed Screaming Frog crawled data to detect broken links, duplicate content, missing metadata, and indexability issues for improved search engine performance.
- Developed and executed strategic link-building campaigns to increase website authority and improve search rankings.
- Conducted comprehensive keyword research using tools like Google Keyword Planner, SEMrush, and Ahrefs to identify high-traffic, low-competition keywords.

Freelancer

Iran

June 2018 - Present

Tasks and Achievements

- Wrote SEO-optimized articles and blog posts on kayaking techniques, gear reviews, and adventure tips.
- I have developed informative content for my personal website on SEO best practices, trends, and strategies.
- Conducted thorough keyword research to identify high-traffic terms related to kayaking and SEO topics.
- Implemented on-page SEO strategies, including meta descriptions, headings, and alt tags.

Skills



Projects

Immigration Website

For: Parsi Canada

To establish an authoritative online resource for individuals seeking information on immigration processes, laws, and services, enhancing visibility and user engagement through SEO-friendly content. This project involved researching key immigration topics, creating a series of informative articles, and optimizing existing content to ensure it meets the needs of potential immigrants and their families. Conducted in-depth keyword research to identify high-traffic and relevant immigration-related terms. Wrote and optimized Hundreds of articles, focusing on clarity, accuracy, and engagement for diverse audiences. Analyzed user feedback and website analytics to improve content strategy and address user needs continuously. Analyzed search trends, user intent, and competitor strategies to optimize content for organic visibility and engagement. Conducted backlink analysis using tools like Ahrefs and Moz to identify high-quality link opportunities and remove toxic links.

Link: <https://parsicanada.com/>

Adore Swimming

I have delivered multiple SEO projects in Persian, achieving strong ranking results through comprehensive strategies that included technical, on page, and off-page SEO. My work has focused on developing content strategies based on search intent, as well as building and optimizing WordPress websites from scratch.

In my recent featured project, adoreswimming.com, where I worked as a full-stack SEO Specialist and Web Designer, I was responsible for designing and developing the entire website using WordPress. I conducted in-depth keyword research and competitor analysis, created SEO-optimized and experience-based content, improved site speed and technical performance, and implemented both internal and external linking strategies.

As a result of these efforts, the project achieved:

- Impressions increased by over 1000%
- Clicks grew by more than 500%
- Achieved an average Google ranking within the Top 10 (Position 9.5)
- Multiple keywords ranked on Google's first page
- Several keywords featured in Google AI Overview results, boosting
- visibility and authority

Link: <https://adoreswimming.com/>

Personal Website

This project involves the initial setup of the website, including content development, design, and foundational SEO implementation to attract visitors and establish authority in the SEO niche. Conducted research to identify trending SEO topics and common questions within the digital marketing community. links below are the contents that I wrote:

<https://yasaminfarjadian.com/en/content-writing-jobs-work-from-home/>

<https://yasaminfarjadian.com/en/seo-content-writing-services/>

Link: <https://yasaminfarjadian.com/>

Store Websites

As an SEO specialist, I have successfully optimized store websites through a range of strategies, including JavaScript SEO, on-page and technical SEO, and off-page SEO. I have utilized advanced tools like Screaming Frog and Ahrefs to conduct in-depth website audits, identify technical issues, and optimize crawl efficiency. My work also includes strategic link building by obtaining brand mentions and high-quality backlinks from relevant forums such as Virgool, subject-specific forums, and platforms like Medium. Through meticulous keyword research, I've brought numerous keywords to zero position in Google SERPs by optimizing on-page content to match user intent and search trends. These efforts have contributed to enhanced site visibility, improved organic traffic, and better overall performance in search rankings

Link: <https://www.koodakoo.com/> <https://stylestore.ir/> <http://iransporter.com/> <https://karocamp.com/>

Social Network

Language

English

General IELTS 6.5

