

Sheraz Ahmed Zaheer

Senior GEO / AEO Executive · SEO Specialist

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PROFESSIONAL SUMMARY

SEO specialist with around four years' experience, focused on Generative Engine Optimisation (GEO) and Answer Engine Optimisation (AEO) — optimising content to be found and cited in AI-powered search across ChatGPT, Perplexity, Claude, Google AI Overviews and Microsoft Copilot. I pair hands-on technical SEO (schema markup, structured data, site structure, E-E-A-T) with AI-native content workflows built on LLMs and automation. Founder of a programmatic SEO lead-generation site spanning 255+ UK locations — built end-to-end with Claude Code — now at 48.3K monthly search impressions. Comfortable turning AI-search data into clear, practical recommendations for non-technical stakeholders.

CORE SKILLS

GEO & AEO: AI-citation optimisation, structured data / schema markup, E-E-A-T, question-based & conversational query optimisation, AI visibility monitoring & benchmarking

AI & LLM platforms: ChatGPT, Claude, Gemini, Perplexity, Copilot · prompting · AI content generation, research & editing

Technical & On-Page SEO: Schema markup (JSON-LD), crawlability, site structure, internal linking, meta optimisation, content freshness, programmatic SEO at scale

SEO & Analytics tools: Google Search Console, Google Analytics 4, SEMrush, Ahrefs, Surfer SEO, Ubersuggest

Content, CMS & AI media: WordPress, content structured for AI extraction, Canva, Higgsfield & HeyGen (AI video / image generation)

Automation & Development: n8n workflow automation, API & webhook integrations, AI content pipelines, Claude Code (agentic AI development)

Reporting: KPI frameworks, performance dashboards, stakeholder communication

Languages: English (proficient), Urdu (native), Punjabi (native), Hindi (proficient)

PROFESSIONAL EXPERIENCE

Founder & SEO Lead | Wheelie Bin Cleaning ([wheelie-bincleaning.co.uk](#)) *Mar 2026 – Present*

- Built and scaled a programmatic SEO lead-generation website covering 255+ UK locations using an operator-matching model.
- Designed and developed the entire site end-to-end using **Claude Code** (Anthropic's agentic AI coding tool) — an AI-native build-and-ship workflow, launched March 2026.
- Grew organic search to **48.3K impressions and 1.39K clicks** over a recent rolling period, with a consistent upward trend ($\approx 2.9\%$ CTR, average position ≈ 23).
- Implemented technical SEO and structured data (schema markup) across templated location pages to improve crawlability and rich-result eligibility.
- Built AI-assisted content workflows (LLMs + n8n automation) to produce and refresh location content at scale while maintaining on-page SEO quality.
- Applied GEO/AEO principles — structured, question-led, authoritative content designed for discovery and citation in AI search.

SEO Specialist | Premier Security Ballistic & Blast Ltd *Feb 2026 – Present*

- Develop and execute SEO strategy to improve organic rankings and drive qualified traffic.
- Run technical SEO audits, keyword research and on-page optimisation using Google Search Console, SEMrush and Ahrefs.
- Deliver content optimisation and link-building to strengthen domain authority, and assess pages for AI-search readiness (structure and schema).

Marketing Officer | OZ Consultancy Services

Feb 2024 – May 2024

- Produced AI-powered, SEO-optimised content using ChatGPT and Claude for WordPress sites.
- Used Surfer SEO to optimise content scores and improve search visibility; maintained content freshness and on-page SEO.
- Experimented with LLM prompting techniques for content ideation and research.

Marketing Assistant | AK Chaarun Corporation

Jun 2023 – Apr 2024

- Increased organic traffic **30%** using AI-assisted content (ChatGPT, Claude) and improved search rankings **25%** via Surfer SEO content scoring.
- Secured **15+ high-quality backlinks** through outreach, improving domain authority **10%**; conducted keyword research and built it into content strategy.
- Launched Meta Ads campaigns generating **100+ leads** at a **25% conversion rate** (avg. CPC \$2).

Lead Generation & Digital Marketing | Skyray Ventures

Nov 2022 – Apr 2023

- Generated **45+ qualified leads per month** via targeted Facebook and Instagram campaigns at a 20% conversion rate.
- Ran social outreach campaigns and developed content strategy for lead generation.

Digital Marketing Intern | Al Rmeh Consultants

Apr 2021 – Sep 2021

- Conducted keyword research (Ubersuggest, Google Keyword Planner) and on-page SEO, improving visibility **25%** and CTR **15%**.

EDUCATION

Bachelor of Business Administration (Marketing) | University of Lahore

2019 – 2023

CERTIFICATIONS

- Search Engine Optimization — University of California, Davis (Coursera)
- Social Media Marketing: Strategy & Optimization — Coursera
- Create a Full Website Using WordPress — Coursera