

Amityflux

Proposal.

SEO & Social Media

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Table of Contents



Executive Summary
Table Of Contents
Client Objectives & Success Metrics
Existing Situation and Opportunities
 • Keyword Analysis and Opportunities
 • Technical & On-Page SEO Analysis and Opportunities
 • Off-Page (Backlinks) & PR Opportunities
 • International SEO
 • Competitive Analysis
 • Local SEO & Google Business Profile Optimization
Strategy
Tracking & Measurement
Competitive Advantage
Pricing Options
Detailed Execution Plan with Timeline
Tools & Resources
Next Steps



Executive Summary

Amitylux, a multi-award-winning luxury sightseeing tour agency, is seeking to enhance its digital presence and increase organic visibility across key regions, including the US, EU, and Australia. The primary focus is to drive more organic traffic and lead generation for bespoke tours in **Copenhagen, Stockholm, Oslo, Helsinki, London, and Edinburgh.**

With over 7 years of experience in SEO strategy, content development, and digital marketing, I will implement a comprehensive SEO and content strategy tailored to Amitylux's goals. The strategy includes:

- Technical SEO audits to ensure optimal site performance
- On-page and off-page SEO optimizations to boost keyword rankings
- Content creation and internationalization of the website for multiple languages
- A strong focus on local SEO through Google Business Profile optimization.

By leveraging my expertise and a data-driven approach, I will help Amitylux improve its search rankings, increase organic visibility, and drive more qualified leads, positioning the company as a leading luxury travel provider across its target markets.

Amitylux Objective & Smart Goals

Increase Organic Traffic: Increase organic traffic from the US, EU, and Australia by **20%** within **6 months**.

Improve Keyword Rankings: Achieve **top 3** rankings for **10** high-volume keywords in target cities within **6 months**.

Increase Lead Generation: Increase organic leads by **15%** within **6 months** through improved visibility and optimized conversion.

Enhance Local SEO: Appear in Google's local **3-pack** for **5** key location-specific searches within **6 months**.

Improve Technical SEO & Page Speed: Reduce page load times to under 3 seconds for both mobile and desktop within **2 months** and fix major technical issues with high priority.

Build High-Quality Backlinks: Acquire **50** high-quality backlinks from relevant travel and luxury sites within **6 months**.

Content Optimization: Optimize and update **100%** of existing content for location-specific searches within **4 months**.



Keyword Analysis

Current Keyword Rankings:

- Amitylux ranks for **760** keywords globally.
- **119** keywords are in Denmark, the highest by country.
- Only 10 keywords are in the **top 10** SERP positions with just **12** keywords in US
- The highest-traffic keyword is “cherry blossom copenhagen” with a search volume of **480**.

Top Performing Keywords:

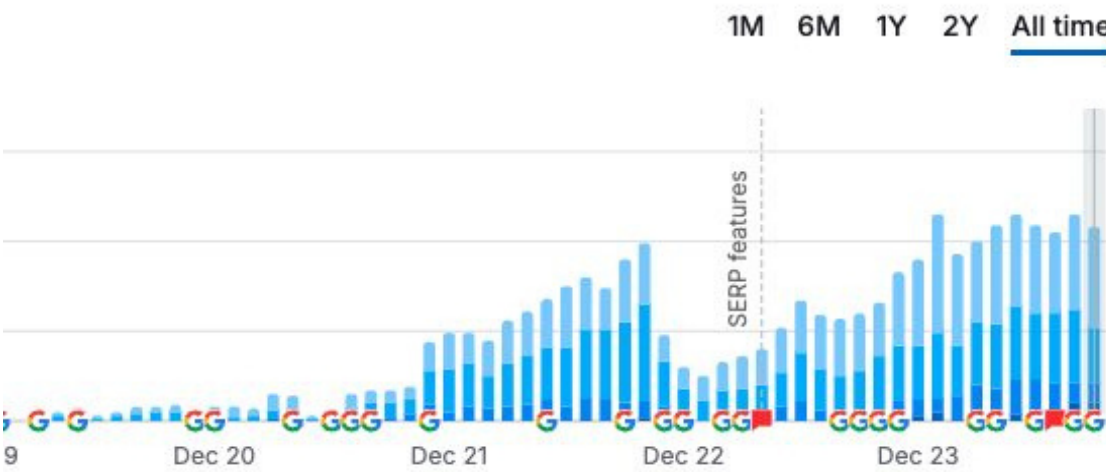
- Cherry blossom copenhagen
- Viking market denmark
- Langelinie park copenhagen
- Northern lights scandinavia
- Family on tour
- Best hikes near oslo
- Hours in copenhagen
- Cherry tree park cherry blossom tree in denmark

Indexing and Crawling Issues:

- **129** indexable pages on the site, but only **70** pages are crawled and indexed by Google.
- **59** pages remain unindexed, resulting in missed opportunities for organic visibility.

Distribution by Country

Countries		Traffic Share	Traffic	Keywords
Worldwide		100%	109	760
DK		61%	67	119
US		11%	12	240
DE		7.3%	8	32
Other		20%	22	369



Keywords

119 -3.25%

Traffic

67 13.56%

Keyword Opportunities

High-Potential Keywords for Growth:

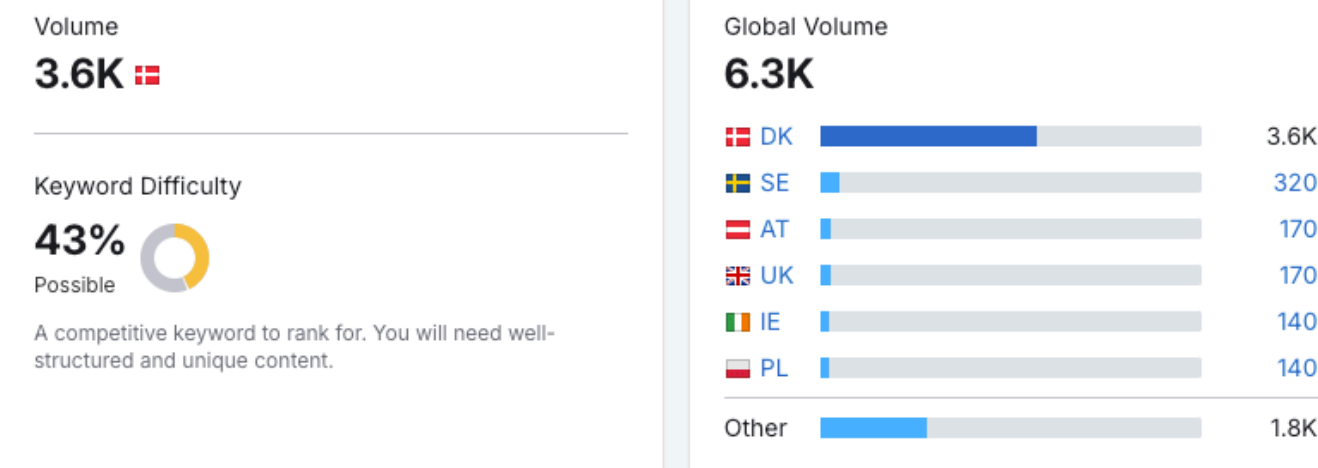
- **Copenhagen walking tour:** This keyword alone has multiple variations with thousands of search volume across Denmark and other countries.
- **Sightseeing in Copenhagen:** A popular search theme with significant tourist interest and high search volume.
- **Stockholm walking tour:** Another key opportunity with local and international interest in walking tours, offering substantial search volume.

Impact of Ranking on These Keywords:

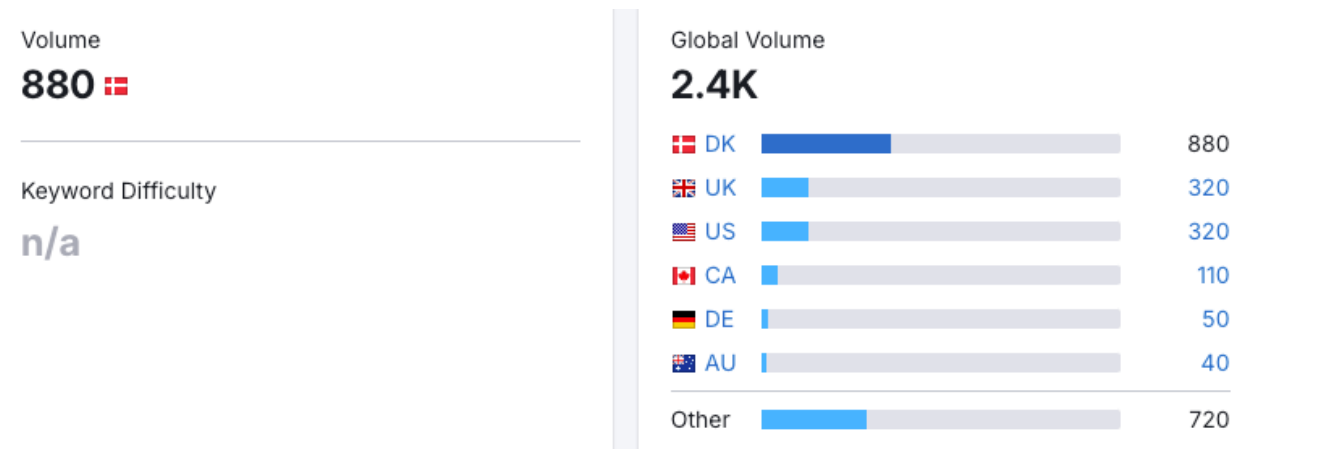
- Ranking in the top SERP positions for just one of these keywords can:
 - Lead to a significant increase in organic visibility.
 - Generate a high volume of leads from users searching for luxury and bespoke tours.
 - Open up further opportunities for related keywords and long-tail keyword variations.

Focus on Variations and Long-Tail Keywords:

- Targeting keyword variations, such as “**best walking tours in Copenhagen**” or “**private tours in Stockholm**”, will further amplify visibility and help capture niche audiences.



Keyword Variations		
98 Total Volume: 8.0K		
Keywords	Volume	KD %
copenhagen walking tour	3.6K	45 
free walking tour copenhagen	3.6K	42 
self guided walking tour copenhagen	90	25 
copenhagen self guided walking tour map	70	16 
free walking tour copenhagen english	50	n/a 



Keyword Variations		
9 Total Volume: 140		
Keywords	Volume	KD %
best sightseeing in copenhagen	110	51 
sightseeing in copenhagen denmark	10	n/a 
top sightseeing in copenhagen	10	n/a 
tours in copenhagen sightseeing	10	n/a 
free sightseeing in copenhagen	0	n/a 

Keyword Opportunities



City	Walking Tours	City Sightseeing	Car Tours	Additional Keywords
Copenhagen	Copenhagen walking tours	City sightseeing in Copenhagen	Private car tours Copenhagen	Best tours in Copenhagen, Copenhagen history tours
	Copenhagen walking tour guide	Copenhagen sightseeing by car		Copenhagen bike tours, Unique experiences in Copenhagen
	Historical walking tours Copenhagen			
Stockholm	Stockholm walking tours	City sightseeing Stockholm	Private car tours Stockholm	Stockholm archipelago tours, Best tours in Stockholm
	Historical walking tours Stockholm	Stockholm sightseeing by car		Stockholm city tour experiences, Guided tours Stockholm
	Stockholm private guided tours			
Oslo	Oslo walking tours	City sightseeing in Oslo	Private car tours Oslo	Oslo fjord tours, Cultural tours in Oslo
	Historical walking tours Oslo	Oslo sightseeing by car		Best tours in Oslo, Guided tours of Oslo
	Oslo nature and city tours			
Helsinki	Helsinki walking tours	City sightseeing Helsinki	Private car tours Helsinki	Helsinki architecture tours, Helsinki city experiences
	Historical walking tours Helsinki	Helsinki sightseeing by car		Best tours in Helsinki, Guided tours of Helsinki
	Helsinki private guided tours			
London	London walking tours	City sightseeing in London	Private car tours London	London by night tours, London royal tours
	London history walking tours	London sightseeing by car		Best tours in London, Guided tours of London
	London private guided tours			
Edinburgh	Edinburgh walking tours	City sightseeing Edinburgh	Private car tours Edinburgh	Edinburgh ghost tours, Edinburgh castle tours
	Historical walking tours Edinburgh	Edinburgh sightseeing by car		Best tours in Edinburgh, Guided tours of Edinburgh
	Edinburgh private guided tours			
General	Best walking tours in [city]	Hidden gems walking tours in [city]	Custom car tours in [city]	Family-friendly walking tours in [city], Luxury car tours in [city]

Technical & On-Page SEO Analysis and Opportunities



Tech Issues: Quick Audit Summary

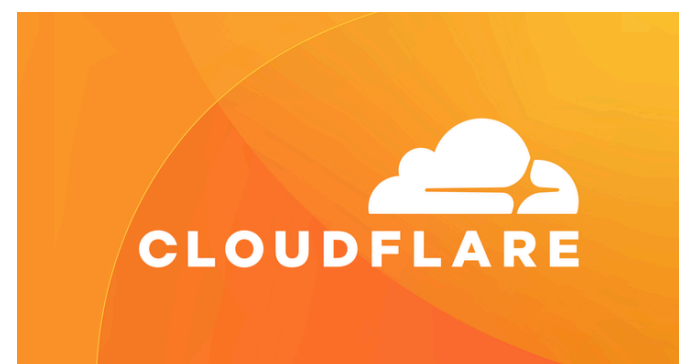
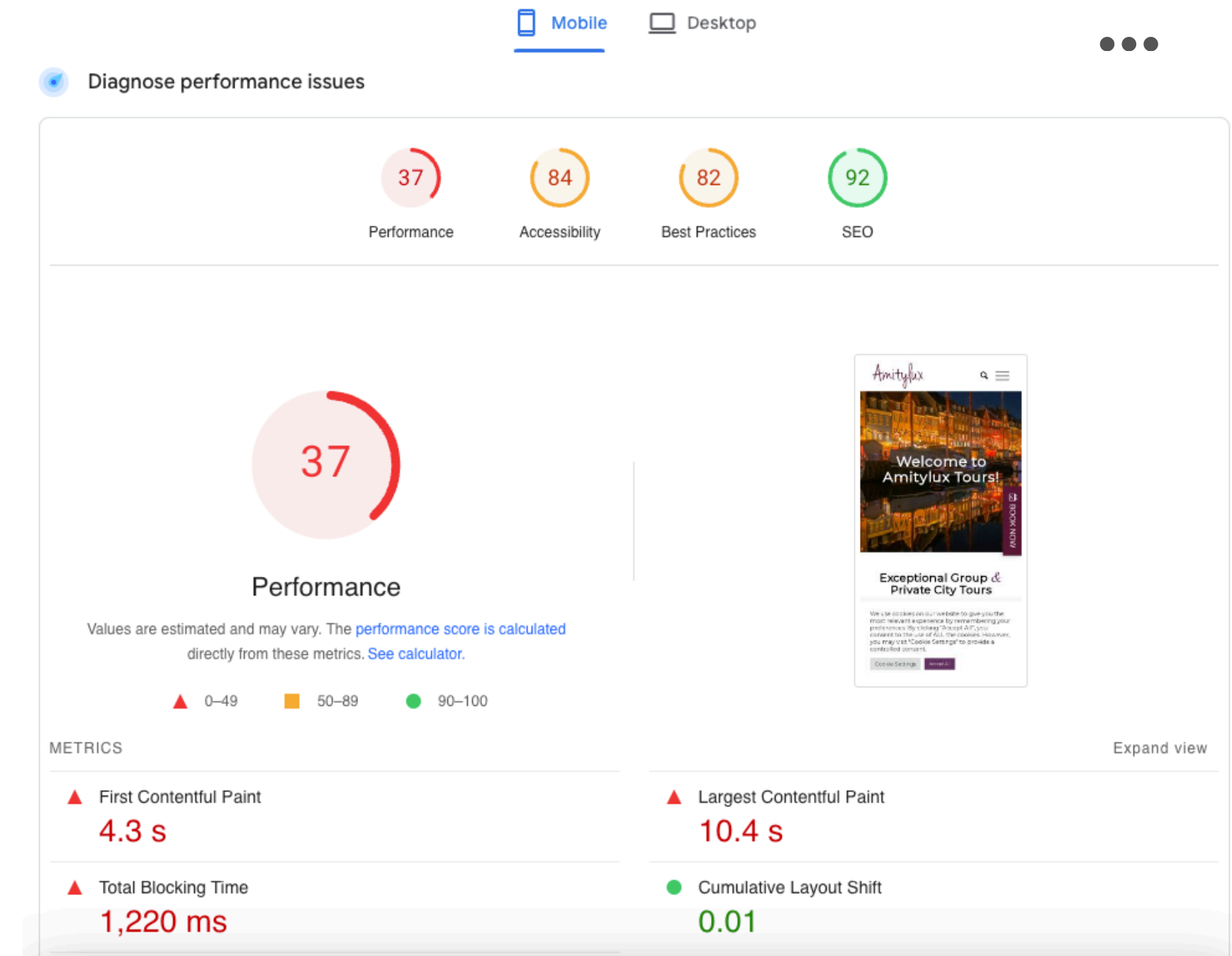
- **Total Errors Identified: 42 Errors**
 - **6 Issues:** Critical errors that need immediate attention.
 - **22 Warnings:** Potential problems that could affect SEO performance.
 - **14 Opportunities:** Areas for optimization that can boost organic visibility.
- **Next Steps:**
 - **Manual Verification:** Each error needs to be manually reviewed for accuracy.
 - **Prioritization:** Issues will be prioritized based on impact on SEO and user experience.
 - **Fix Implementation:** Resolving these errors will improve the site's overall technical health, leading to increased visibility and potential lead generation.



Issue Name	Issue Type	Issue Priority	▲ URLs	% of Total
Directives: Noindex	⚠ Warning	🔴 High	113	10.57%
Pagination: Pagination URL Not in Anchor Tag	❗ Issue	🔴 High	16	6.53%
Pagination: Non-Indexable	⚠ Warning	🔴 High	92	37.55%
Canonicals: Canonicalised	⚠ Warning	🔴 High	68	27.76%
Directives: Nofollow	⚠ Warning	🔴 High	54	5.05%
Links: Pages Without Internal Outlinks	⚠ Warning	🔴 High	1	0.41%
Security: HTTP URLs	❗ Issue	🔴 High	101	8.54%
Canonicals: Non-Indexable Canonical	❗ Issue	🔴 High	53	21.63%
Security: Mixed Content	❗ Issue	🔴 High	16	1.35%
Response Codes: Internal Blocked by Robots.txt	⚠ Warning	🔴 High	12	0.52%
H1: Missing	❗ Issue	🟡 Medium	85	34.69%
Images: Over 100 KB	ℹ Opportunity	🟡 Medium	361	48.2%
Page Titles: Over 561 Pixels	ℹ Opportunity	🟡 Medium	28	11.43%
Page Titles: Over 60 Characters	ℹ Opportunity	🟡 Medium	27	11.02%
Page Titles: Below 30 Characters	ℹ Opportunity	🟡 Medium	1	0.41%
Images: Alt Text Over 100 Characters	ℹ Opportunity	🟢 Low	363	48.46%
Links: Internal Outlinks With No Anchor Text	ℹ Opportunity	🟢 Low	102	41.63%
URL: Non ASCII Characters	⚠ Warning	🟢 Low	3	0.25%
Response Codes: External Server Error (5xx)	⚠ Warning	🟢 Low	2	0.09%
URL: Over 115 Characters	ℹ Opportunity	🟢 Low	2	0.17%
URL: Underscores	ℹ Opportunity	🟢 Low	27	2.28%
URL: Uppercase	⚠ Warning	🟢 Low	43	3.64%
Response Codes: External No Response	⚠ Warning	🟢 Low	11	0.48%
H1: Over 70 Characters	ℹ Opportunity	🟢 Low	2	0.82%
Content: Readability Difficult	ℹ Opportunity	🟢 Low	4	1.63%
Links: Non-Descriptive Anchor Text In Internal Outlinks	ℹ Opportunity	🟢 Low	49	20%
Response Codes: Internal Redirection (3xx)	⚠ Warning	🟢 Low	101	4.41%
Images: Missing Alt Text	❗ Issue	🟢 Low	137	18.29%
URL: Parameters	⚠ Warning	🟢 Low	15	1.27%
Response Codes: External Client Error (4xx)	⚠ Warning	🟢 Low	24	1.05%
Security: Missing HSTS Header	⚠ Warning	🟢 Low	3	0.25%
Security: Missing Secure Referrer-Policy Header	⚠ Warning	🟢 Low	1,069	90.44%
Security: Missing Content-Security-Policy Header	⚠ Warning	🟢 Low	3	0.25%
Links: Internal Nofollow Outlinks	⚠ Warning	🟢 Low	244	99.59%
Meta Description: Over 985 Pixels	ℹ Opportunity	🟢 Low	13	5.31%
H2: Duplicate	ℹ Opportunity	🟢 Low	14	5.71%

Technical Optimisation Plan

- **Manual Verification & Prioritization:** All identified tech issues will be verified, prioritised, and fixed.
- **WordPress Plugins Installation:** Plugins like **RankMath** or **SEO Yoast** will be installed and optimised to ensure the site is optimised for SEO compliance, making future content creation easier.
- **Speed Optimization:**
 - Cache plugins like **W3Total Cache** and **WP Rocket** will be installed and optimized.
 - Image compression and integration with CDN will ensure faster page load times.



Technical Optimisation Plan

Declining Referring Domains:

- Amitylux.com has experienced a drop in referring domains, impacting overall authority.

Backlink Profile Deterioration:

- The backlink profile shows a decrease in high-quality backlinks, affecting search engine rankings and organic visibility.

Lower Authority Score:

- The authority score of the site has decreased, reducing the site's credibility in the eyes of search engines.

Opportunities:

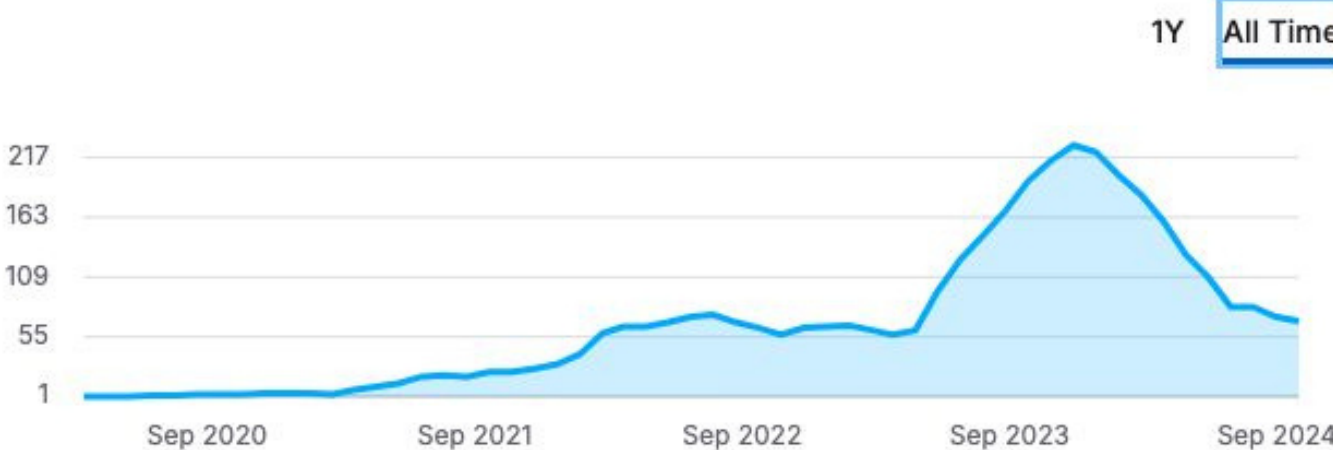
- Backlink Acquisition: Focus on acquiring backlinks from relevant and authoritative websites to rebuild authority.
- Email Outreach & PR Campaign: I will conduct email outreach and launch a full PR campaign to secure high-quality backlinks, improve the website's authority, and generate referral traffic.
- Referral Traffic & Lead Conversion: This approach will not only enhance the backlink profile but also drive referral traffic, increasing the potential for lead generation and conversions.

Strengthening the backlink profile will improve organic visibility, boost site authority, and lead to increased lead generation through both SEO and referral

Referring Domains *i*

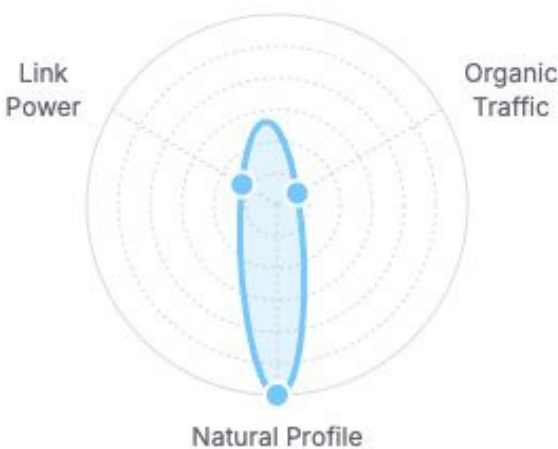


Backlinks *i*



Authority Score *i*

17 Average



International SEO

Current Status:

The website lacks multilingual support and localized targeting limiting its reach in key regions like Denmark, Sweden, Norway, Finland, as well as the US and Australia.

Action Plan:

- Localized Websites:
 - United Kingdom: English - <https://amitylux.com/en/>
 - United States: US English - <https://amitylux.com/us/>
 - Australia: Australian English - <https://amitylux.com/au/>
 - Denmark: Danish - <https://amitylux.com/da/>
 - Sweden: Swedish - <https://amitylux.com/sv/>
 - Norway: Norwegian Bokmål/Nynorsk - <https://amitylux.com/no/>
 - Finland: Finnish/Swedish - <https://amitylux.com/fi/>

Multilingual Content:

Translation and SEO optimization for Danish, Swedish, Norwegian, Finnish, US English, and Australian English.

English Default: For global audiences.



Competitive Analysis

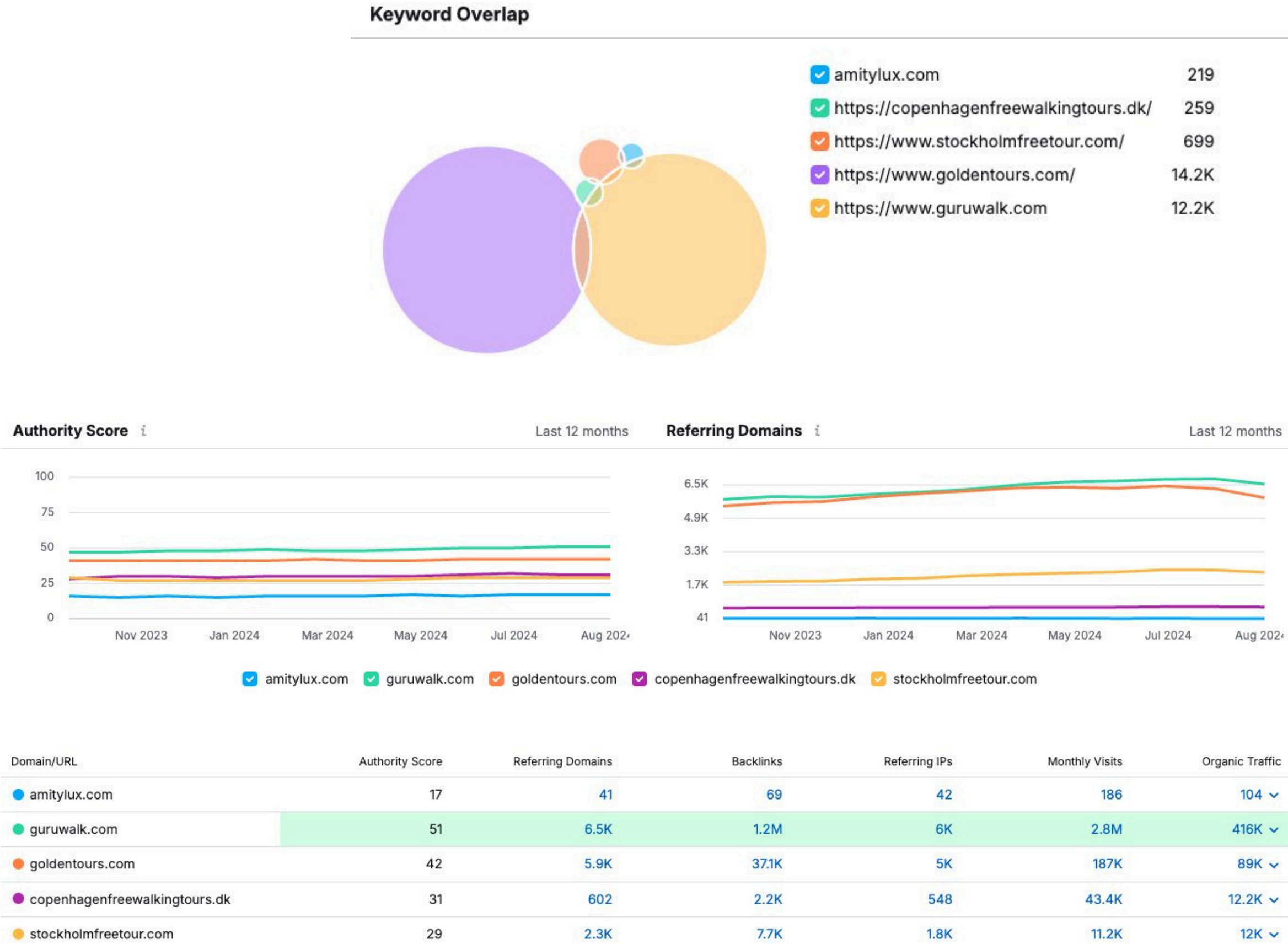
We will analyze competitors country-wise to identify keyword opportunities and outperform them in organic traffic and search rankings:

Example Competitors:

- Denmark:
<https://copenhagenfreewalkingtours.dk/>
- Sweden:
<https://www.stockholmfreetour.com/>
- Finland:
<https://www.freewalkingtourshelsinki.com/>
- UK: <https://www.goldentours.com/>,
<https://www.premiumtours.co.uk/en>

Expected Outcomes:

- Improved organic visibility in multiple countries through localized content.
- Increased traffic and leads from non-English speaking markets.
- Competitive positioning with targeted keyword analysis against local competitors.



Local Listing & Google My Business

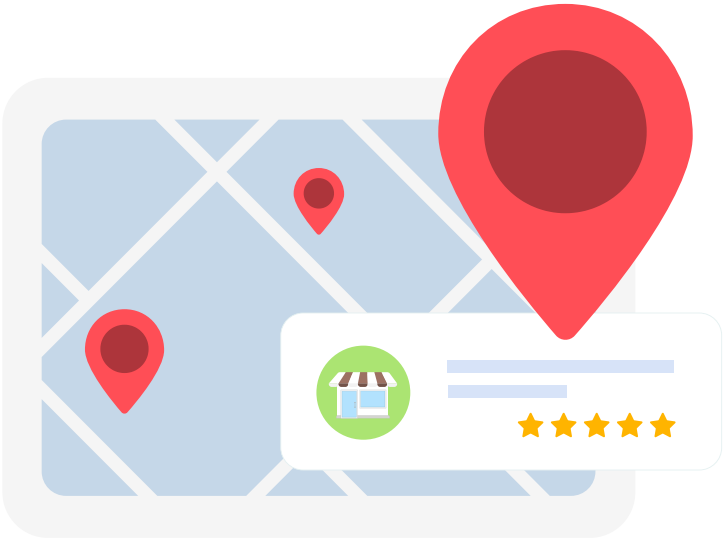
Local Listing & Google My Business Profile Optimization

- **Local Listing Audit Results:**
 - Current listings are incomplete on several platforms.
 - We need to expand presence on additional directories to improve local SEO.
- **NAP Consistency:**
 - Ensure Name, Address, Phone Number (NAP) is consistent across all directories to avoid confusion and improve search rankings.
- **Google My Business Optimization:**
 - Optimize Google My Business profile by including relevant keywords in descriptions and categories.
 - Add photos, reviews, and detailed business information to enhance visibility.
- **Expand Listings to Other Locations:**
 - Create and manage local listings for additional locations where Amitylux operates (e.g., **Copenhagen, Stockholm, Oslo, Helsinki, London, and Edinburgh**).
 - This will increase local search visibility and improve local SEO rankings.
- **Opportunities:**
 - Increase visibility in local searches.
 - Drive more traffic and leads from location-based searches.

Amitylux Tours | Exceptional Guided City Tours

Fiolstræde 42, København, 1171, DK, +45 61 75 51 56, ZIP: 1171

Directory	Status	Details
 Bing	Wrong Address Wrong Business Name	Fiolstræde 42 1171 Helsinki Amitylux
 Google Assistant	Wrong Business Name Wrong Phone Number	Amitylux 61 75 51 56
 Google Business Profile	Wrong Business Name Wrong Phone Number	Amitylux 61 75 51 56
 Google Search	Wrong Business Name Wrong Phone Number	Amitylux 61 75 51 56
 Facebook	Not Present	Missed opportunity.
 Instagram	Not Present	Missed opportunity.
 Siri	Not Present	Missed opportunity.
Audi	Not Present	Missed opportunity.
BAIDU	Not Present	Missed opportunity.
BMW	Not Present	Missed opportunity.
Cylex	Not Present	Missed opportunity.
Fiat	Not Present	Missed opportunity.



Top directories



Navigation services



Voice search sources



Search engines



No.	Directory	Status	Business name	Address	Phone
1	Pages24	Not present	Source of potential customers.		
2	VW	Not present	Source of potential customers.		
3	Hotfrog	Not present	Source of potential customers.		
4	Facebook	Unavailable	There was a problem with this directory. We will try to reach it again.		
5	Google Business Profile	With issues	Amitylux	Fiolstræde 42	61 75 51 56
6	Apple Maps	Unavailable	There was a problem with this directory. We will try to reach it again.		
7	Instagram	Not present	Source of potential customers.		
8	TripAdvisor	Not present	Source of potential customers.		
9	Brownbook	Unavailable	There was a problem with this directory. We will try to reach it again.		
10	Mercedes	Not present	Source of potential customers.		
11	Cylex	Not present	Source of potential customers.		
12	HERE	Not present	Source of potential customers.		
13	Fiat	Not present	Source of potential customers.		
14	Ford	Not present	Source of potential customers.		
15	Where To?	Present	Amitylux Tours Exceptional Guided City Tours	Fiolstræde 42	+45 61 75 51 56
16	Nextdoor	Not present	Source of potential customers.		
17	Navmii	Not present	Source of potential customers.		
18	Waze	Not present	Source of potential customers.		
19	Uber	Not present	Source of potential customers.		
20	Google Assistant	With issues	Amitylux	Fiolstræde 42	61 75 51 56
21	Bing	With issues	Amitylux	Fiolstræde 42 1171 Helsinki	+45 61 75 51 56
22	Google Search	With issues	Amitylux	Fiolstræde 42	61 75 51 56
23	Tupalo	Not present	Source of potential customers.		
24	GM	Not present	Source of potential customers.		

No.	Directory	Status	Business name	Address	Phone
26	TomTom	Not present	Source of potential customers.		
27	Audi	Not present	Source of potential customers.		
28	Toyota	Not present	Source of potential customers.		
29	Petal Search	Not present	Source of potential customers.		
30	Find Open	Not present	Source of potential customers.		
31	Siri	Not present	Source of potential customers.		
32	BMW	Not present	Source of potential customers.		
33	Foursquare	Not present	Source of potential customers.		
34	BAIDU	Not present	Source of potential customers.		
35	Infobel	Not present	Source of potential customers.		

SEO Strategy Development

The SEO strategy for Amitylux will be developed with the primary goal of generating more traffic and leads aligned with the business objectives. The approach includes the following steps:

1. Identify Business Goals and Objectives

- Define business goals based on key regions (US, UK, Australia and Europe) aligned with revenue targets.

2. Create KPIs and Metrics

- Develop KPIs to track success in traffic growth and lead generation.

3. Measurement and Tracking

- Implement tools to measure SEO performance (traffic, keyword rankings, leads).

4. Keyword Targeting

- Finalize target keywords such as "**Copenhagen walking tours**" and "**Stockholm sightseeing**".

5. Content Calendar

- Create a 6-month content calendar for blog posts, landing pages, and updates.



6. On-Page Optimization

- Improve existing content, metadata, and internal linking for better rankings.

7. Technical Audit and Fixes

- Conduct a technical SEO audit and resolve issues like page speed and mobile responsiveness.

8. Internationalization

- Translate and localize the website for US, UK, Australia and non-English markets like Danish, Swedish, Norwegian, Finnish.

9. Link Building Strategy

- Acquire high-quality backlinks through email outreach and PR campaigns targeting travel sites.

10. Channel Integration

- Integrate social media, email marketing, and digital PR to boost SEO efforts.

11. Execution and Tracking

Monitor KPIs and adjust strategies as needed to meet business goals.

This holistic strategy, including content creation, technical fixes, internationalization, and link building, will ensure long-term growth for Amitylux, improving both visibility and lead generation.



Content Strategy

Targeting Different Funnel Stages - Examples

1. Awareness Stage (Top of the Funnel)

- Copenhagen: "**Top things to do in Copenhagen**" – Blog post on must-see attractions, introducing walking tours.
- Stockholm: "**Best walking tours in Stockholm**" – Guide to exploring Stockholm with Amitylux's tours.
- London: "**How to explore London in one day**" – Blog featuring private car tours.

2. Consideration Stage (Middle of the Funnel)

- Oslo: "**Best private tours in Oslo**" – Comparison post showcasing Amitylux's tailored private tours.
- Helsinki: "**Luxury tours in Helsinki**" – Highlighting Amitylux's premium private tour services.
- Edinburgh: "**Best ways to see Edinburgh**" – Multi-modal guide featuring walking, car, and boat tours.

3. Decision Stage (Bottom of the Funnel)

- Copenhagen: "**Book a private walking tour in Copenhagen**" – Direct booking page with call-to-action.
- Stockholm: "**Stockholm sightseeing tour deals**" – Special offer page to encourage immediate bookings.
- London: "**Luxury private car tours in London**" – Booking page for VIP tailored experiences.



Social Media Management & Strategy

1. Platform-Specific Strategy

- Instagram & Facebook: Showcase visually engaging photos and videos of tours in Copenhagen, Stockholm, Oslo, Helsinki, London, and Edinburgh.
- LinkedIn: Highlight corporate tours and industry insights.
- Twitter: Share travel tips, tour updates, and engage with trending topics.
- YouTube (Optional): Short videos for destination previews and virtual tours.

2. Audience Engagement & Growth

- Engage with followers through comments, messages, and user-generated content.
- Run contests and partner with travel influencers to increase visibility and drive traffic.

3. Content Creation

- Text, Images, Videos: High-quality content showcasing Amitylux tours and experiences.
- Posting Frequency: 3-4 posts/week on Instagram and Facebook, daily stories, 1-2 posts/week on LinkedIn, and 4-5 tweets/week.

4. Audience Research & Analytics

- Track user interests and adjust content strategies based on trends.
- Use social media analytics to optimize performance and engagement.

5. Integration with SEO

- Ensure social media posts align with SEO strategy through cross-promotion of website content and keyword optimization.



Instagram/Facebook Example:

- **Post:** “Explore the hidden gems of Copenhagen on our private walking tour! 🌍 #CopenhagenTours #LuxuryTravel #ExploreNordics”
- **Content:** A carousel of images from Copenhagen’s iconic landmarks.



Don't wait any longer to make your travel dreams a reality. Escape the ordinary and embark on an extraordinary adventure with us! Contact us today and let's plan your journey!

📍 Fiolstræde 42, 1171
København

[LEARN MORE](#)

<https://www.amitylux.com/> 🌐

Social Media Contest Example:

Post: “Share your best travel photo from an Amitylux tour with #MyAmityluxJourney for a chance to win a free tour in London! 📷✨”



Linkedin Example:



- **Post:** “Explore the hidden gems of Copenhagen on our private walking tour! 🌍 #CopenhagenTours #LuxuryTravel #ExploreNordics”
- **Content:** A carousel of images from Copenhagen’s iconic landmarks.

The image is a vertical LinkedIn post mockup. At the top left is the 'Amitylux' logo in a dark red script font. To its right is a dark purple rounded rectangle containing a white link icon, the text 'Visit our website', and the URL 'https://amitylux.com/'. Below the logo, the headline 'Why choose a bespoke corporate tour in Edinburg?' is displayed in bold black text. A dashed line separates this from the subtext 'Learn how we create tailored itineraries for your team’s next unforgettable experience'. At the bottom left is a dark blue rounded button with the text 'GET STARTED NOW'. On the right side of the post is a large image of a man in a dark suit and tie, smiling while looking at a laptop on a table outdoors. The background of the post features soft, abstract purple and blue curved shapes.

Twitter Example:

Tweet: “Planning a trip to Helsinki? Check out our top travel tips for a luxurious sightseeing experience! #Helsinki #TravelTips #NordicTours”



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Experience - Why Choose me



Proven Track Record:

With over 7 years of experience driving successful SEO and digital marketing campaigns for international businesses, I have a proven ability to increase traffic and leads across multiple regions.



Comprehensive Skill Set:

I bring a unique blend of expertise across SEO, social, content generation, PR, and technical optimisation, allowing me to create a holistic strategy that enhances visibility, authority, and

engagement.



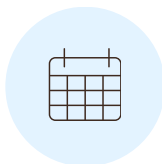
International SEO Expertise:

Extensive experience in scaling websites for SEO in Europe, ensuring success in multilingual and multi-country strategies. My work has consistently delivered organic growth in competitive markets across Europe..



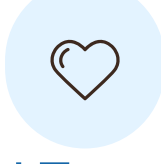
Technical Proficiency:

Proficient in WordPress, HTML, CSS, and other web technologies. I can work independently of developers to implement technical fixes, ensuring fast and effective SEO optimization.



AI-Driven SEO Strategy:

Experienced in utilizing AI tools to enhance SEO productivity and rapidly scale operations across different markets, staying ahead of the competition.



Specialized Travel & Tourism Experience:

I have a thorough understanding of the travel and tourism sector. Ability to deliver successful campaigns that boost traffic and leads for luxury travel services, walking tours, city sightseeing, and more.

Employment Partners



Recommendations



Huseyn Musayev

"I am delighted to write a recommendation for Umair, with whom I had the pleasure of working closely on various SEO projects. Umair is an exceptional SEO expert, and his contributions have significantly impacted the success of our on-page and off-page SEO initiatives. Umair possesses an in-depth understanding of SEO strategies and techniques, and his ability to implement them effectively has consistently translated into tangible results. Our collaborative efforts led to a noticeable increase in the number of quality leads and revenue for the company. Apart from his professional skills, Umair is very friendly and kind person. His positive attitude makes him a pleasure to work with. I am confident that Umair's skills and personality make him an excellent addition to any team. I wholeheartedly recommend Umair and believe he will continue to excel in his career."



Adrie Smith

"Umair is an absolute SEO powerhouse. During our time at Trengo, I've consistently leaned on his expert advice and extensive technical know-how. Not only does Umair keep us on the straight and narrow with best practices, but he's also the driving force behind our exploration of experimental tactics within our SEO playbook. What sets Umair apart is his ability to not just hoard knowledge but generously share his insights, making our marketing team stronger than ever. With positivity, curiosity, and an unwavering dedication, Umair is a teammate you can count on for any project."



Fahad Miraj Din

"One of best manager I've worked with. He has strong managerial, technical and leadership skills. Under his supervision, I learnt task handling, managing team and target achievement. Highly recommend for digital marketing management. "



Salman Muneer

"It is always great working with a manager that is not only understanding but also who helps push your limits and encourage growth along with learning. Always available for help and manage work in an efficient way."



Atta Ur Rehman

"Umair did not fail a single time. Umair was a fantastic person to work with. Self motivated, efficient and smart natural leader, has no problem to work hard when necessary. Insightful, innovative, deadline oriented and great expert. Used to manage project team with very successful results. "



Syed Hasan Ali

"I am honored to work with Umair at IBEX he is undoubtedly one of the best Digital Marketer I've ever worked with. He leads from the front and with his expertise and leadership skills he achieve the desired results. Working with him is always been a pleasure as he guides you and teaches you new things regarding digital marketing. He is a good human being, he is social and focused at the same time. I wish him luck for his future endeavors."



Irfan Ahmed

"While working with Umair and in his leadership, I found him to be an actively contributing member of our team. He is always willing to lead his colleagues to pursue bigger goals in the field of internet marketing and SEO. He is thoughtful, reliable and hardworking and knows the tricks of trade in his field. Umair truly deserves all the success as an internet marketer and beyond."

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**Ahsan Aziz Abbasi**

"I have Pleasure to work with Umair at Ibex. Digital formally known as DGS. Umair is my senior and collaborated in several projects. Umair's great ability is to command a room and get people on board with ideas. Umair could be a great addition to any Digital Marketing team."

**Rafay Waqar**

"Umair Salahuddin natural leadership skills are a huge asset to any team, and his organization and attention to detail make him one of the sharpest people I've ever worked with. Not only can Umair tell you the exact status of any project or campaign, but he's always ahead of schedule, leaving him time to mentor other specialists and offer advice on SEO tactics. I highly recommended and hope a good future for him."

**Marco Canestrari**

"Umair is a talented and competent SEO expert, with a profound understanding of the engineering behind the tools he works on and with. This allows him to help design the right processes and correctly identify risks and find appropriate solutions in business-critical projects. He's able to speak the same language as developers, managers and content people, understand the needs of everyone regardless their role and swiftly translate them into productive and actionable insights, understood and accepted by the whole team. It is also a thoughtful person, which makes working with him a real pleasure."

**Muhammad Ahmed Waien**

"Working with for about two years now and it has not only changed me as a professional but also as a person. He inspires his team to push and become their best self. Truly a manager who believes in his team and ensures that all goals are met and stress levels do not go through the roof. "

**Tanzeel Ur Rehman**

"Umair is a gifted instructor. Because he has many years of experience in digital marketing, he knows a variety of creative methods, and he ensures you learn what you need to. His calming personality makes you feel completely comfortable, even when you're making mistakes. He is always encouraging, positive and the best marketing instructor I have ever met, and I have seen a dozen over the years. Any employee would be lucky to have Umair as a manager."

**Nauman Abrar**

"Worked with a lot of people but rarely have I found someone as encouraging as Umair bhai. He not only knows when to push you but also knows when to pat you on the back and help through tough times. An effective manager, great mentor and a real leader."

Case Study: Enhancing User Experience design for ROKT-Expedia Project

Objective:

- To improve the checkout process on partner websites by integrating upsell services for additional travel products, enhancing the user experience and increasing revenue.

My Role:

- I consulted on the user experience design and integration process for third-party service providers working with Expedia.
- Developed a customizable checkout flow that could be installed on multiple websites, enabling the upsell of additional services such as travel insurance, car rentals, and excursions.

Key Achievements:

- Improved user experience by creating an intuitive, seamless checkout process.
- Enabled websites to upsell additional services, increasing their average transaction value and boosting sales.
- The integration could be replicated across multiple websites, providing scalability for the partner businesses.



Case Study: ABT Travel & Tours

Objective:

ABT Travel & Tours, a full-service travel agency offering ticketing, leisure travel, and religious tours (Hajj and Umrah), sought to enhance its digital presence and grow bookings for popular destinations such as Dubai, Malaysia, New York, Sydney, and Islamabad, as well as religious sites like Makkah.

Approach:

We developed a comprehensive digital marketing strategy that included SEO optimization, social media, a redesigned website, and targeted campaigns. This strategy highlighted leisure travel packages to global destinations and Hajj and Umrah services. The new user-friendly website made it easier for customers to explore and book travel packages online.

Results:

- Increased website traffic by 35% through enhanced SEO targeting key destinations like Dubai, New York, and Makkah.
- Improved online bookings for both leisure destinations and religious tours.
- Created a smoother booking experience by revamping the website to be more intuitive and mobile-responsive, driving higher conversion rates.

This initiative significantly boosted ABT Travel & Tours’ online visibility and bookings, establishing the company as a trusted provider for both leisure and religious travel services.



Choose A Hotel. We Will Support You With Booking Airplane Ticket And Comfortable Hotel Room. We Do Believe You Will Have The Best Trips Ever.

SERVICES WE OFFER



Worldwide Hotel Booking, Sightseeing, Transfers & Destinations Packages



Worldwide Cruises & Rent a Car with Instant confirmation & Voucher



Meet & Assist Service at Dubai & Abu Dhabi Airport



All Excursions Tickets/Passes with Instant confirmation & Voucher



Transportation & Limo service across United Arab Emirates



Visa for United Arab Emirates



Travel Insurance



FIT & Group Handling, Meeting, Conference & Events Management



Umrah & Visa Package



Case Study: LocalCableDeals

Objective:

At LocalCableDeals.com, the challenge was to compete with industry giants in the highly competitive internet, cable TV, and phone provider comparison niche. The goal was to reduce dependency on costly Google ads and build a sustainable organic presence that would generate high-quality traffic and conversions for the 16 largest telecom brands in the U.S.

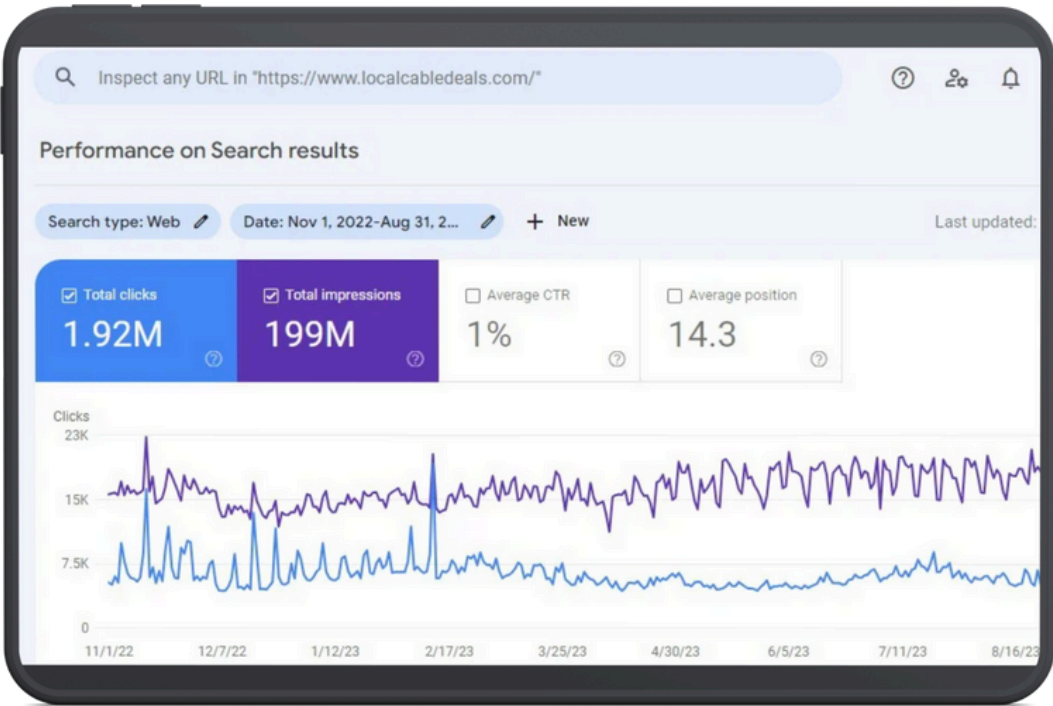
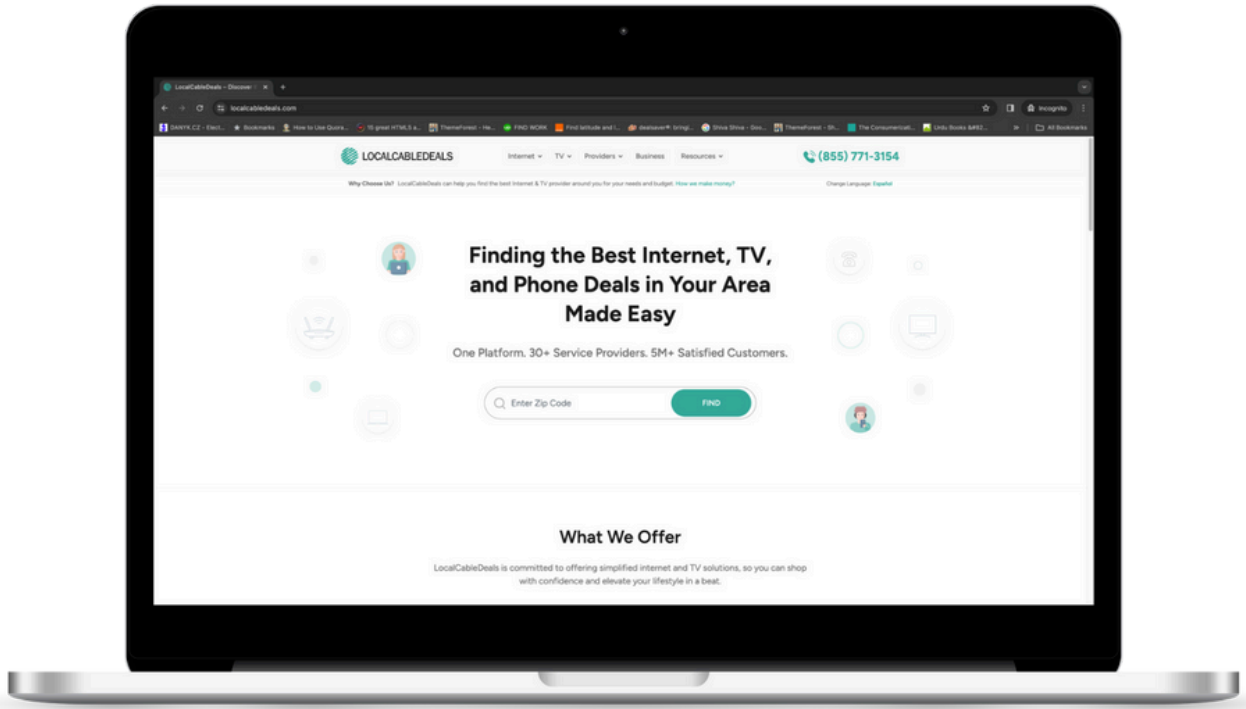
Approach:

- **SEO Strategy & Execution:** Developed and executed a robust SEO strategy to target high-traffic, competitive keywords, driving visibility among potential customers searching for telecommunications services.
- **Content Strategy & Team Leadership:** Expanded the content team from a single writer to 43 professionals, producing SEO-optimized content tailored to audience needs. Led the team to create engaging, search-optimized content while managing resources and budgets efficiently.
- **Technical SEO & Website Optimization:** Guided the technical SEO improvements and website development, ensuring both search engine and user experience optimization.

Results:

- Achieved 225,464 total keywords, with 9,911 ranking in the top 10, dramatically increasing visibility.
- Generated 440.9K monthly visits, with a keyword traffic cost valued at \$2.2M.
- Propelled LocalCableDeals.com to a leading position in the niche, driving 3,000 inbound calls per day and securing high-quality conversions for 16 major telecom brands.

This project demonstrated the power of strategic SEO, content development, and team management, transforming LocalCableDeals.com into a key player in the telecom comparison market.



Case Study: Trengo

Objective:

At Trengo, a B2B SaaS company, the goal was to increase organic traffic, user trial sign-ups, and customer registrations. We focused on enhancing SQLs and MQLs, boosting website clicks and traffic, and ultimately driving monthly recurring revenue (MRR) growth.

Approach:

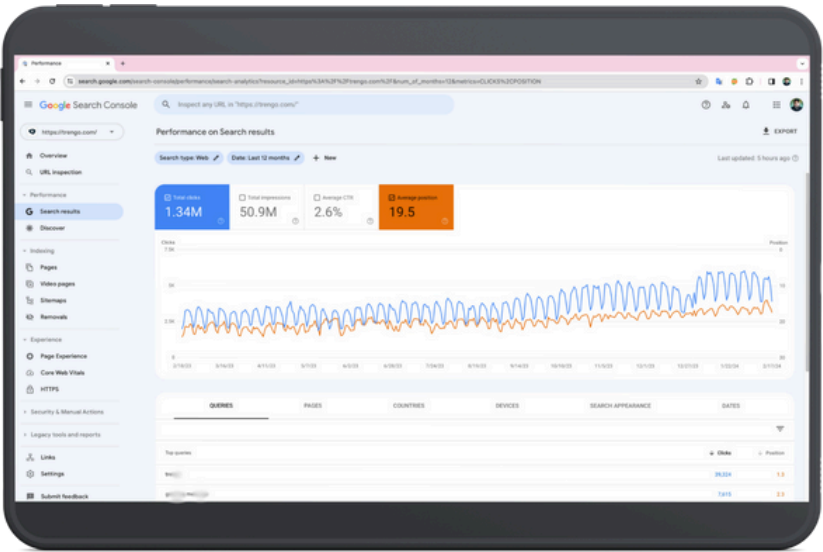
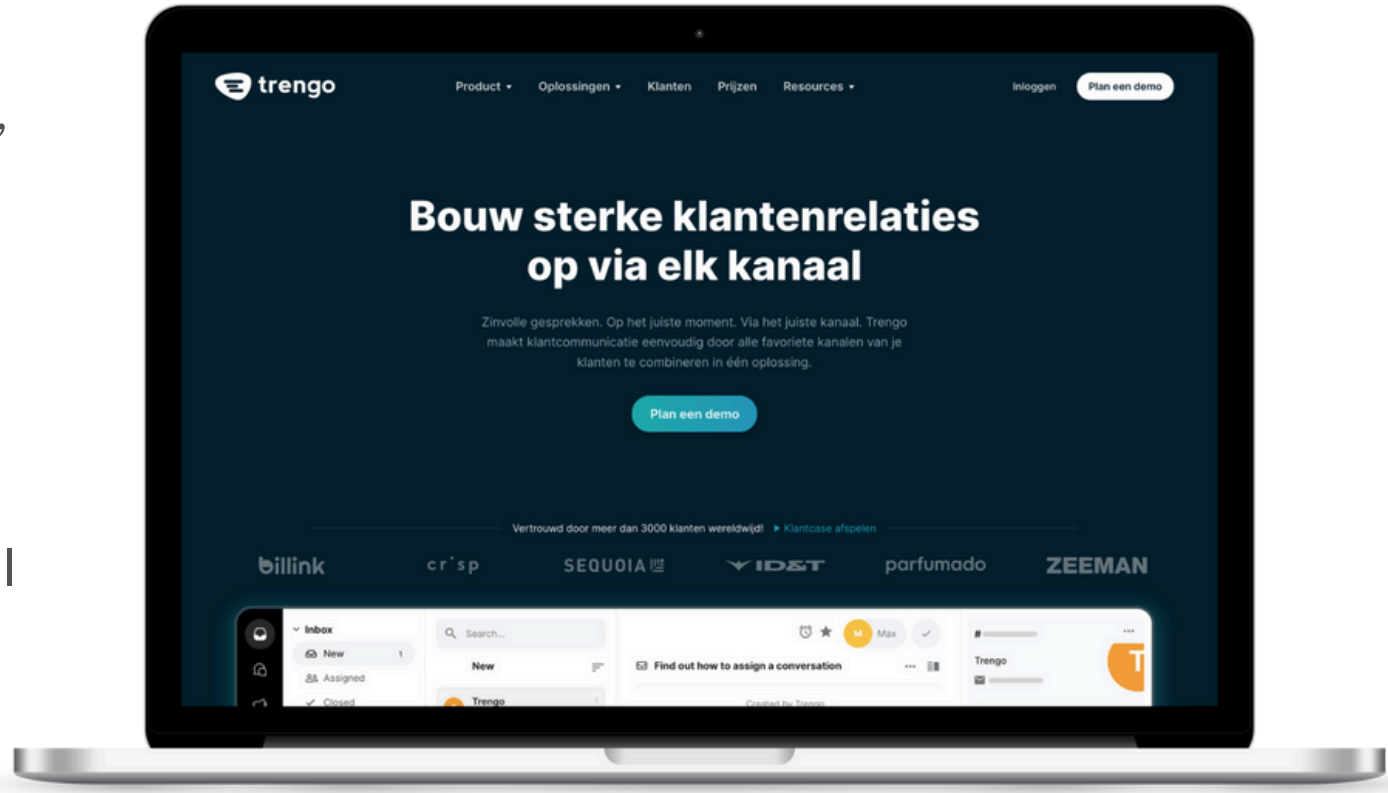
The strategy was multi-faceted, involving:

- **SEO Optimization:** Conducted technical SEO audits using Screaming Frog, fixing key issues to enhance site performance and visibility.
- **Content Strategy:** Hired and managed multiple freelancers to scale content production. Ensured all content was SEO-optimized, targeted to the B2B market, and aligned with key business goals.
- **Website Internationalization:** Oversaw the translation of the website into multiple languages, optimizing it for each market.
- **CMS Migration:** Led a smooth transition to a new CMS platform without losing SEO equity, supporting the company's growth.

Results:

- 130% increase in page views due to optimized content and enhanced site structure.
- 22.5% increase in average session duration, reflecting improved user engagement.
- 9.5% decrease in bounce rate, signaling a more relevant and engaging user experience.
- Successful internationalization expanded market reach without sacrificing search rankings.
- Significant boost in MRR as a result of increased organic traffic, user trials, and customer registrations.

Through a holistic approach to SEO, content management, and technical improvements, we positioned Trengo as a leader in the B2B SaaS space, setting new benchmarks for digital growth.



Case Study: RoyalJourneyTravels

Objective:

- To drive digital marketing efforts and manage web development for local Umrah and Hajj service providers targeting individuals traveling to Saudi Arabia for pilgrimage.

My Role:

- Developed and executed digital marketing campaigns to target the specific audience of pilgrims.
- Managed web development, ensuring the websites were optimized for search engines and designed with a clear user journey for booking pilgrimage packages.

Key Achievements:

- Successfully increased website traffic and lead generation through targeted digital marketing campaigns.
- Improved the websites' user experience and conversion rate, making it easier for potential customers to explore and book pilgrimage services.
- Enhanced the websites' search engine visibility, helping them reach their target audience more effectively.



ROYAL JOURNEY
TRAVELS



UMRAH
PACKAGES
15 Day 2016-17

MAKKAH HOTEL Hotel : Aziz Ul Tabi Distance : 400 TO 500 Meter	Shared : 32,000 Single : 92000 ECONOMY PLUS	MADINA HOTEL Hotel : Burj Makhtara Distance : 400 TO 500 Meter
MAKKAH HOTEL Hotel : Land Premium Distance : 1000 TO 1,100 Meter	Shared : 27,000 Single : 82000 ECONOMY	MADINA HOTEL Hotel : Zohra Taiba Z Distance : 700 TO 800 Meter
MAKKAH HOTEL Hotel : Burj Mansi Distance : 1300 TO 1400 Meter	Shared : 22,000 Single : 62000 SILVER	MADINA HOTEL Hotel : Ziyafa Al Bashair Distance : 1200 TO 1300 Meter

Pricing Options

Pricing Options for Amitylux – 6-Month Engagement

To align with Amitylux's goals and provide budget predictability, I offer fixed pricing packages for SEO and digital marketing services, with options to include or exclude content creation.

Option A: SEO & Technical Optimization (Excluding Content Creation)

Scope:

- Full technical SEO audit and ongoing optimizations
- Comprehensive keyword research and SEO strategy development
- On-page SEO (metadata optimization, internal linking, page speed improvement)
- Off-page SEO including link building and digital PR campaigns
- Competitor analysis and SEO viability assessment
- Google Business Profile optimization for local SEO
- Monthly and quarterly reporting on performance and progress

Fixed Price:

Monthly Cost: **€2,500**

Total for 6 months: €15,000

(Includes all SEO services, excluding content creation)

Option B: Full SEO & Content Creation Package

Scope:

- Everything in Option A, plus:
 - Creation of 4 high-quality blog posts per month targeting strategic keywords (500-800 words each)
 - Content optimization for existing pages to improve performance in location-based searches
 - Social media content management (optional, up to 5-8 posts per month)

Fixed Price:

• Monthly Cost: **€3,000**

• Total for 6 months: €18,000

• (Includes all SEO services and content creation)



Detailed Execution Plan with Timeline

To ensure Amitylux achieves its goals of increasing visibility and generating leads, the following execution plan outlines key deliverables and timelines for the 6-month engagement:

Month 1: Initial Setup & Audits

- Conduct a full technical SEO audit (site speed, mobile responsiveness, indexing issues)
- Perform keyword research and finalize target keywords
- Begin competitor analysis (site speed, domain ratings, keyword rankings)
- Google Business Profile optimization for key locations
- Content audit of existing pages for optimization opportunities

Month 2: On-Page & Technical Optimization

- Implement on-page SEO improvements (titles, headers, metadata, internal linking)
- Fix any technical issues (site speed, mobile responsiveness)
- Begin content updates based on keyword research
- Launch the first round of link-building campaigns

Month 3: Content Creation & SEO Enhancements

- Start content creation (4 blog posts per month for Option B)
- Update existing content to target location-specific searches
- Continue Google Business Profile updates and review for all locations
- Monitor and tweak on-page SEO based on initial results

Month 4: Off-Page SEO & Digital PR

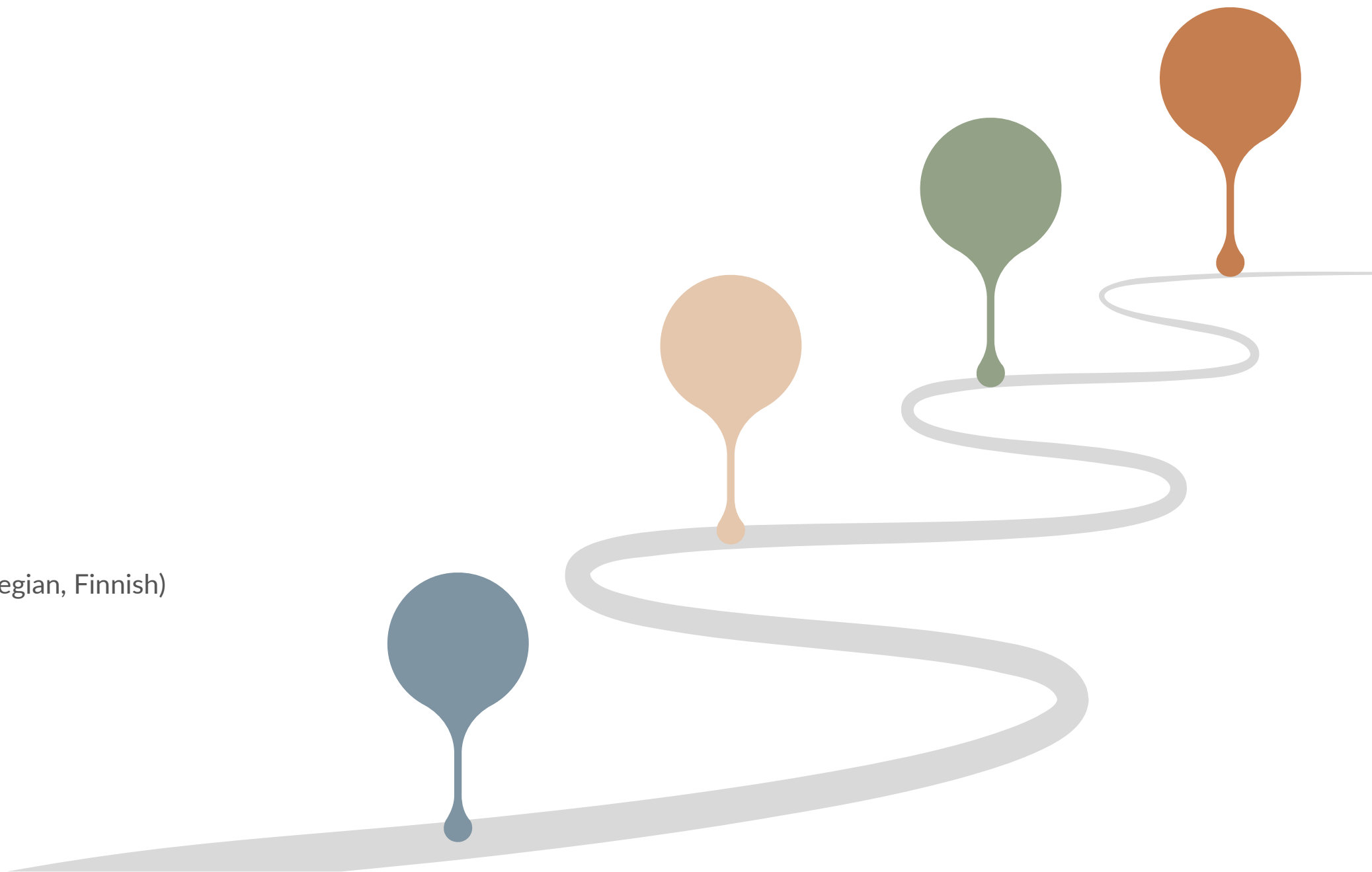
- Continue link-building and digital PR campaigns for high-authority backlinks
- Analyze competitors' backlinks and adjust strategy
- Start measuring SEO performance, adjusting as needed based on results

Month 5: International SEO & Scaling

- Roll out multilingual content and optimize for international SEO (Danish, Swedish, Norwegian, Finnish)
- Optimize for localized keywords in each country
- Continue content creation and updates (Option B)

Month 6: Review & Pivot

- Conduct a comprehensive review of SEO performance, backlinks, and lead generation
- Adjust strategy based on KPIs and growth objectives
- Provide final reporting and recommendations for next steps





Reporting & Communication Plan

Weekly Communication:

- Weekly task check-ins to review backlog, task progress, and any issues
- Discussion of new initiatives, findings, or recommendations
- Agree on next week's priorities and deadlines

Monthly Reports:

- Detailed monthly SEO performance report: Keyword rankings, traffic growth, backlink progress
- Highlight key performance areas and any changes in strategy
- Adjust activities and priorities based on monthly review findings

Quarterly Review:

- Comprehensive strategy review: Ensure alignment with Amitylux's business goals
- Pivot strategy as needed to accommodate new challenges or opportunities
- Discuss next quarter's goals and adjust activities accordingly



Client Involvement & Collaboration

Initial Involvement:

- **Client input** on business objectives, target keywords, and key markets
- Provide access to **Google Analytics**, Search Console, and any existing tools for SEO analysis
- Approval of **content calendar** and review of content drafts (Option B)

Ongoing Collaboration:

- Regular feedback and input during **weekly updates** and **monthly reporting** sessions
- Collaboration on **local insights** for Google Business Profile optimization
- Input on **digital PR opportunities** and **partnerships** for link-building campaigns

Access to Deliverables:

- **Shared portal** or Google Drive for documentation, reports, strategies, and timelines
- Client can track progress, view deliverables, and provide feedback in real-time

Tools & Resources



To ensure efficient execution and optimal performance, the following tools and resources will be utilized throughout the 6-month engagement to manage SEO, content creation, reporting, and collaboration:

1. SEO & Website Analytics

- Google Analytics: Track website traffic, user behavior, and conversion rates.
- Google Search Console: Monitor keyword rankings, indexing issues, and site performance in search results.
- SEMrush / Ahrefs: Perform keyword research, competitor analysis, and backlink tracking.
- Screaming Frog: Conduct detailed technical SEO audits (site structure, page speed, crawlability).
- RankMath or Yoast SEO: Optimize on-page SEO and ensure content compliance with best practices (WordPress).

2. Content Creation & Optimization

- SurferSEO / Clearscope: Ensure content is optimized for target keywords and SEO performance.
- Grammarly / Hemingway: Improve content readability and grammar accuracy.
- Canva / Adobe Creative Cloud: Create engaging visuals and social media content.

3. Link Building & Digital PR

- BuzzStream: Manage outreach for link-building and PR campaigns.
- Hunter.io: Find and verify contact details for outreach.
- HARO (Help a Reporter Out): Identify PR opportunities and secure backlinks from authoritative sources.

4. Project Management & Collaboration

- Asana / Trello: Manage tasks, timelines, and milestones to ensure smooth project execution.
- Google Drive: Share reports, content drafts, and SEO audits for client review and approval.
- Slack: Facilitate real-time communication for quick updates and discussions.





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