



CONTACT

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- mahgoubm66@gmail.com
- LinkedIn Profile
- Portfolio & Case Studies
- Cairo, Egypt · Remote
- Open to relocation (KSA / UAE)

CORE EXPERTISE

Technical SEO

Audits, crawl & indexation, Core Web Vitals, migrations, schema, hreflang

GEO & AI Search

AI Overviews, ChatGPT & Perplexity visibility, entity SEO, E-E-A-T

Content & On-Page SEO

Keyword research, intent mapping, topic clusters, internal linking

Local & Multilingual SEO

Arabic SEO, service-area pages, GBP, KSA & GCC markets

CRO & UX

Landing pages, funnels, heatmaps, behavior analysis, A/B testing

Analytics

GA4, GTM, Search Console, Looker Studio reporting

TOOLS

- Search Console
- GA4
- GTM
- Looker Studio
- Ahrefs
- Semrush
- Screaming Frog
- Moz
- Clarity
- Hotjar
- WordPress
- Rank Math
- Google Ads

LANGUAGES

- Arabic
- English
- Native
- Professional

Mohamed Mahgoub

Senior SEO Specialist · Technical SEO · GEO & AI Search · CRO

10+ years · 40+ brands · Saudi Arabia, UAE, Egypt, UK & Europe

PROFILE

Senior SEO Specialist who turns search visibility into measurable growth. I lead technical, content and local SEO for Arabic and multilingual websites, and build GEO strategies that make brands visible in Google AI Overviews, ChatGPT and Perplexity. I connect SEO with CRO, UX and GA4 analytics so rankings become leads and revenue. Former SEO instructor (2018–2021).

+244%

Organic clicks, e-commerce (6 months)

6.85M

Organic clicks delivered in 6 months

+241%

Monthly clicks, healthcare website

40+

Brands across 5 markets

SELECTED RESULTS · GOOGLE SEARCH CONSOLE

iSagha Market

E-commerce

1.99M → 6.85M

Organic clicks in 6 months (+244%); impressions 37.2M → 101M, CTR 5.4% → 6.8%.

Dr Khaled Abdelmalek

Healthcare

+241% clicks

Monthly clicks 2.9K → 9.89K; impressions 7.6x; avg. position 14.4 → 8.2.

M Talaat Pharmacy

Pharmacy

332K clicks

12.4M impressions in 12 months; monthly clicks +64% at avg. position 5.8.

Al Walee

KSA Local SEO

+63% clicks

55.3K → 90.1K organic clicks in 3 months via service-area pages.

Andalusia Hospitals

KSA Healthcare

130K → 165K

Organic clicks in 3 months (+27%); Andalusia Dental visits +139%.

Fantastic Services

UK Services

85M impressions

254K organic clicks in 12 months on a DR 67 domain.

EXPERIENCE

Senior SEO Specialist · The Share of Voice

Nov 2025 – Present

Dubai, UAE · Remote · Multi-site agency portfolio

- Lead SEO strategy for a five-website agency portfolio across multiple industries.
- Turn technical, content and competitor audits into prioritized SEO roadmaps.
- Build GEO frameworks for visibility in Google AI Overviews, ChatGPT and Perplexity.
- Work with content, development and UX teams to ship technical fixes and CRO improvements.

Senior SEO Specialist · MasarTech Training Institute

2021 – Present

Riyadh, Saudi Arabia · Remote · Professional training

- Own end-to-end SEO for Arabic and English course and certification pages (PMP, ITIL and more).
- Reached 14.1K organic clicks and 474K impressions per quarter at an average position of 9.2.
- Fix crawl, indexation, canonical and Core Web Vitals issues; implement Course and FAQ Schema.
- Improve registration funnels with GA4, GTM and Microsoft Clarity behavior data.

INDUSTRIES

Healthcare E-commerce
Professional Training EdTech
Tourism & Travel Local Services
Pharmacy Dental B2B
Agencies

MARKETS

Saudi Arabia UAE Egypt
United Kingdom Poland
Germany Italy Spain

EDUCATION

Bachelor of Commerce

Benha University, Egypt

CERTIFICATIONS

GEO Professional Training

Generative Engine Optimization & AI Search

SEO Secrets Diploma

Professional SEO Training

BBSA Business Skills

AmCham Egypt

HOW I WORK

1 • Audit

Technical, content, UX & tracking baseline

2 • Strategy

Prioritize by business value & demand

3 • Execute

Hands-on or with dev & content teams

4 • Measure

Visibility, behavior & conversions

5 • Optimize

Scale what works, fix what doesn't

EXPERIENCE (CONTINUED)

Senior SEO Specialist • Abad Training Institute

2021 – Present

Riyadh, Saudi Arabia • Remote • Large training website

- Manage technical and content SEO for a large Saudi training website.
- Reached 556K organic impressions and 10.4K clicks per quarter at an average position of 7.3.
- Resolved index bloat, duplicate taxonomies, sitemap quality and HTTPS consistency issues.

Senior SEO & GEO Consultant • Freelance & Agency

2016 – Present

Cairo, Egypt • Remote worldwide • 40+ clients

Healthcare & E-commerce SEO

2023 – 2025

Clients: iSagha Market, M Talaat Pharmacy, Dr Khaled Abdelmalek, iVein Clinic, New Hope Egypt, PraxiLabs, Fantastic Services (UK)

- Applied E-E-A-T and YMYL practices; +244% clicks for iSagha and +241% for Dr Khaled Abdelmalek.

Saudi Local SEO & Healthcare

2021 – 2024

Clients: Al Walee, Daleel Companies KSA, Contracts KSA, Aliya Al Tamayuz, Andalusia Hospitals, Andalusia Dental Centers

- Built city and service-area page systems (Riyadh, Jeddah, Qassim); #1 rankings for core Arabic dental keywords.

International & Multilingual Tourism SEO

2019 – 2022

Clients: Egypt Tours Club, Vagus Travel, Wycieczki Bumerangi (Poland)

- Multilingual keyword maps and landing pages for EN, PL, DE, IT and ES; #1 for Bumerangi's core query in Poland.

Local Business & Agency SEO

2016 – 2020

Clients: Sara Advertising Egypt, Hit Intent, Holosophy (UK), Amer Dental Clinic, Dental Planet, Deer Dental Clinic

- On-page, local and WordPress SEO for SMBs; #1 brand and agency rankings for Sara Advertising Egypt.

SEO Instructor • Freelance Training

2018 – 2021

Cairo, Egypt

- Designed and delivered SEO courses on technical SEO, keyword research, on-page SEO and Search Console.
- Trained marketers and business owners through hands-on audits of live websites.

ALSO WORKED WITH

Elwedad Clinic • Ellixi Clinic • Al Shawwa Pharmacy • Alashry Group • ACTA Business • Minds Solutions • Black Dots Studio • Aman Aluprosys • Lampa Tronics • Pukka New Capital • Uni Bus • Kaffe Café • Fulfill Lifestyle • Balona Gifts • Qiyam Real Estate Valuation • Formago • Green Apple • Zekiba • Kaboria • Dish