

ASMAE BOU KRIR

SEO Specialist / SEO Project Manager

Technical SEO - Content - Performance analysis

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PROFILE

More than 4 years of experience and 200 projects (candidate-declared). SEO specialist experienced in technical audits, on-page optimization, link building and performance reporting for local and international clients. Coordinates content with editorial, design and development teams. Portfolio covers industrial, technology, e-commerce and service businesses.

CORE SKILLS

- Technical SEO: crawl and indexing audits, site health, mobile performance.
- On-page SEO: internal linking, metadata, semantic optimization, content briefs.
- Off-page SEO: link building, outreach and backlink quality analysis.
- Reporting and delivery: KPI tracking, competitive analysis, roadmaps, client coordination.
- **Tools:** Google Search Console, Google Analytics, Ahrefs, Semrush, Screaming Frog.

PROFESSIONAL EXPERIENCE

SEO Project Manager | Webmedia (Digital Agency)

Current role | Fully remote

- Developed SEO strategies and technical audits for local and international clients.
- Coordinated content briefs, validation and publishing plans with editorial and design teams.
- Monitored performance with Search Console, Ahrefs and Semrush; addressed crawl, indexing and internal linking issues.

SEO Consultant | Doctour (Medical Tourism Agency)

July 2022 - November 2023

- Worked on internal linking, markup, technical performance and link building.
- Delivered competitive analysis and SEO recommendations; contributed to a website redesign.

SELECTED PORTFOLIO EVIDENCE

Historical screenshots supplied in the portfolio; rounded figures where shown in k.

- **Focus Corporation:** Search Console shows about 9,190 clicks and 350,000 impressions in its 12-month view (September 2025 - September 2026).
- **Frigoindus:** tracked position for "chambre froide cote d'ivoire" improved from 54 to 22 (5 March - 28 July; year not shown).
- **Afriways:** Search Console records 600 generative AI impressions in a 3-month view (June - September 2026).

EDUCATION

Bachelor's Degree in Digital Marketing | 2019 - 2022