

Nosheen Kanwal

Local SEO Specialist

Pakistan (Remote) · hello@nosheendigital.com · nosheendigital.com · linkedin.com/in/nosheenkanwal

SUMMARY

Freelance Local SEO specialist since 2023, helping small businesses get more customers from Google — Maps visibility, Search Ads, and online stores. Evidence-based approach shaped by a Master's in Chemistry: methodical audits, prioritized fixes, and plain-English reporting. Serving clients across the US, UK, Canada, and Australia, working fully remote.

EXPERIENCE

Freelance Local SEO Specialist

Jun 2023 – Present

Self-Employed · Remote

- Perform 10-point Google Maps visibility audits covering Google Business Profile, website on-page SEO, reviews, citations, and competitor gaps
- Optimize Google Business Profiles: categories, services, descriptions, photo strategy, and review generation systems
- Run Google Search Ads waste-checks: search-term analysis, negative keyword cleanup, landing page alignment, conversion tracking
- Conduct eCommerce SEO audits for Shopify and WooCommerce stores: technical health, category pages, product page optimization
- Deliver written reports in plain English with prioritized action plans — no jargon, no vanity metrics

SKILLS

Local SEO

Google Business Profile

Google Maps Rankings

Google Search Ads

eCommerce SEO

Technical SEO

Citation Building

Review Strategy

Keyword Research

On-Page SEO

Schema Markup

Core Web Vitals

TOOLS

Google Search Console

Google Ads

Google Analytics

Semrush

Screaming Frog

CERTIFICATIONS

- Google Ads Search Certification · Skillshop, 2026
- Google Ads Measurement Certification · Skillshop, 2026
- SEO Certified · HubSpot Academy, 2026

Semrush SEO Crash Course · 2026

On-Page SEO and AI Search Essentials · Semrush, 2026

Keyword Research Essentials · Semrush, 2026

Local SEO Essentials · Semrush, 2026

EDUCATION

Master's in Chemistry

University of Sargodha, Pakistan