

2023



2019

Portfolio

Sarah Yassien



SEO Executive

Hello, my name is [Sarah Yssien](#), and I am an experienced SEO/SEM specialist with over three years of experience in the field. I have worked with multiple websites in Egypt, KSA, and UAE, helping them to improve their online visibility and drive more traffic to their sites.

My expertise includes keyword research, creating reports, managing Google Ad campaigns, content writing, content strategy, and link building. I have a deep understanding of how search engines work and how to optimize websites for better search engine rankings.

In addition to my practical experience, I have also earned several certifications from reputable institutions such as Google Analytics, Google Academy, and EDRAAK Academy for Paid Campaigns & SEO. I have also completed several SEO courses from LinkedIn, further honing my skills and knowledge in the field.

Overall, I am a dedicated and results-driven SEO/SEM specialist who is passionate about helping businesses succeed online. I am confident that my qualifications and experience make me an excellent candidate for any SEO/SEM position.

SKILLS

keyword research

having strong keyword research skills is essential for developing effective search engine optimization strategies. Here are showcasing my keyword research skills in some ranking posts post link

The screenshot shows a Google search results page for the query "شروط الدراسة خارج السعودية 2023". The first result is a post titled "ما هي شروط الدراسة خارج السعودية؟ 2023" with the URL <https://interludeksa.com/ma-hi-sharout-al-istirada-kharaaj-as-saudiyah-2023/>. The second result is another post from the same site titled "تعرف على أهم شروط الدراسة خارج السعودية 2023" with the URL <https://interludeksa.com/taruf-ala-ahm-sharout-al-istirada-kharaaj-as-saudiyah-2023/>. Both results show high engagement metrics like a bounce rate of 73.11% and average visit duration of 08:45.

on-page optimization

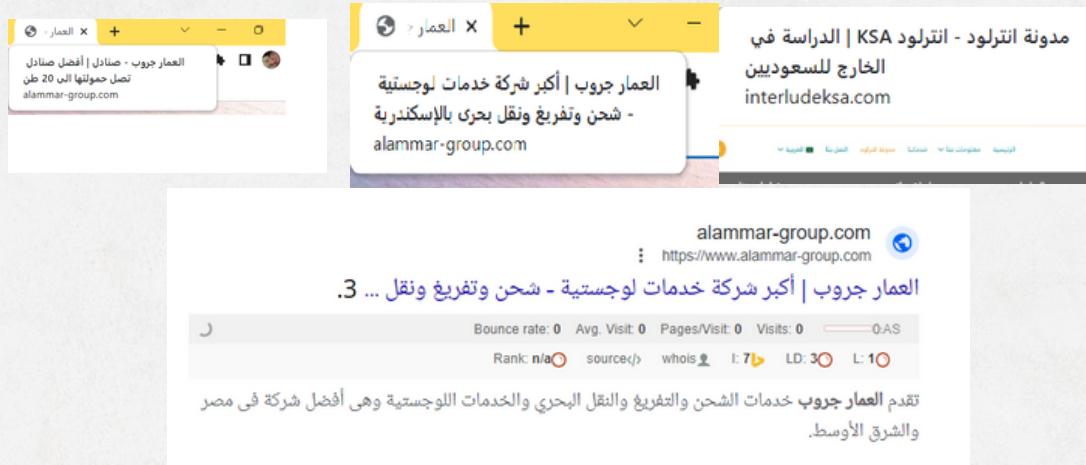
On-page optimization involves making changes to the content and structure of a website to improve its visibility and relevance to search engines. meta tags, header tags, URL structure, internal linking, and schema markup.

showcases for URL structure

The screenshot shows a Google search results page for the query "ما هي شروط الدراسة خارج السعودية 2023". The results list several URLs from the website interludeksa.com, including:

- <https://interludeksa.com/easiest-uk-universities-for-saudi-students/>
- <https://interludeksa.com/summer-courses-to-learn-english-in-uk-2023/>
- <https://interludeksa.com/en/studio/>
- <https://interludeksa.com/bsm-semester-2023/>
- <https://interludeksa.com/jeddah-new-season-2023/>
- <https://interludeksa.com/en/study-abroad-programs-for-saudi-students/>

META TAGS (TITLES/ DESCRIPTION) SHOWCASE



INTERNAL LINKS

Here are some showcases

- 1- [ما هي شروط الدراسة خارج السعودية ٢٠٢٣ ؟](#)
- 2- [افضل دورات تعلم اللغة الانجليزية مع موقع المدرسة.كوم](#)
- 3- [البرنامج الصيفي المكثف لتعلم اللغة الانجليزية](#)

Headings

showcase

contents

1. ما هي أفضل الجامعات في بريطانيا لدراسة الهندسة المدنية ؟
2. ما هي أفضل الجامعات لدراسة الهندسة الميكانيكية في بريطانيا?
 - 2.1. جامعة كامبريدج
 - 2.2. جامعة أكسفورد
 - 2.3. إمبريال كوليدج لندن
 - 2.4. جامعة مانشستر
 - 2.4.1
 - 2.5. قدم طلبك الآن

CONTENT MARKETING

THESE ARE SOME TOPICS OF MINE

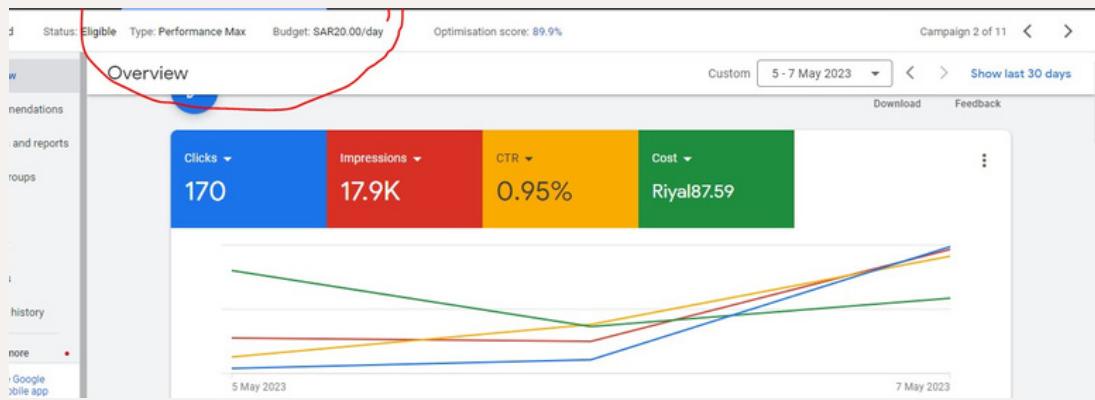
كيف أطلع تأشيرة بريطانيا؟.. خطوة بخطوة

3 finest UK Medical university for Saudi Students

تعرف على أهم منح دراسية بالخارج مع انترلود السعودية

PPC ADVERTISING

| البرنامج الصيفي | | Preview ads | | | | | | | | |
|--|--------------------------------------|--|-----------------------------|------------------------------|--------------------|---------------|-------------|--------------|--|--|
| | | Audience signals | | | | | | | | |
| Assets | | No audience signals provided. Working to find you the best performing audiences for your goal. | | | | | | | | |
| 20 images, 2 logos, 2 videos, 5 headlines, 5 long headlines and 5 descriptions added to this asset group | | | | | | | | | | |
| | | | | + 11 | | | | | | |
| صيفك... الطلاب للعلم الاجنبية الان | الطلبي بشرح مع مختصين | جاذبية بشرح مع مختصين | اكتشف الثقافة البريطانية | صيفك الأزرق في بريطانيا | | | | | | |
| ● Enabled | Ad strength: Good | Status: Eligible | Edit assets | View details | | | | | | |
| Asset | | Asset type ↑ | Status | | Performance | Source | | | | |
| الطلق تندد بالطغية | | Headline | Approved | Pending | Advertiser | | | | | |
| تندد بالطغية بدرج مع مختصين | | Headline | Approved | Pending | Advertiser | | | | | |
| صيفك الأزرق في بريطانيا | | Headline | Approved | Pending | Advertiser | | | | | |
| منابع ورقة بيضاء في الان | | Headline | Approved | Pending | Advertiser | | | | | |
| الطلق دلوقت شفيفه بالكلمة | | Headline | Approved | Pending | Advertiser | | | | | |
| على تحفظات تي تجرد... أقواء فرسان ذهار مع التغور... رحلة تجذبها كلية الطفولة في الان | | Long headline | Approved | Pending | Advertiser | | | | | |
| شاد حمد بريطانيا البرطانية وتصدرية بريطانيا غير حملة ومستكملة لـ "تصدرها" | | Long headline | Approved | Pending | Advertiser | | | | | |
| الرسوة الشاملة... تحرير حبر تشكير... اسرع بعثة وهي وحدة تندد بالطغية في بريطانيا | | Long headline | Approved | Pending | Advertiser | | | | | |
| فرصية اكتشاف وسفرة مدن في كوكب الكواكب... نفس الصابون في لمبة قلبها ودميتها | | Long headline | Approved | Pending | Advertiser | | | | | |
| رسور الصيف في بريطانيا والسباق... سهرات الليلة الانجليزية... سفر | | Description | Approved | Pending | Advertiser | | | | | |
| المحاورة... يتأثر من هذه الرسوات والأنشطة في البرطانية... وكرس ملوك الليلة الانجليزية | | Description | Approved | Pending | Advertiser | | | | | |
| <input type="checkbox"/> Targeted location | ↓ Clicks | Impr. | CTR | Avg. CPC | Cost | Conv. rate | Conversions | Cost / conv. | | |
| <input checked="" type="checkbox"/> Riyadh Province, Saudi Arabia | 190 | 16,029 | 1.19% | SAR0.29 | SAR54.82 | 0.00% | 0.00 | SAR0.00 | | |
| <input type="checkbox"/> Jeddah, Makkah Province, S... | 182 | 14,193 | 1.28% | SAR0.26 | SAR46.73 | 0.00% | 0.00 | SAR0.00 | | |
| <input type="checkbox"/> Dammam, Eastern Province, ... | 45 | 3,802 | 1.18% | SAR0.30 | SAR13.47 | 0.00% | 0.00 | SAR0.00 | | |
| Total: Locations ② | 417 | 34,026 | 1.23% | SAR0.28 | SAR115.02 | 0.00% | 0.00 | SAR0.00 | | |
| <input type="checkbox"/> Total: Campaign ② | 418 | 34,516 | 1.21% | SAR0.29 | SAR119.53 | 0.00% | 0.00 | SAR0.00 | | |



COMPETITOR ANALYSIS AND REPORTS

Monthly report (attached)

GA4 Report (attached)

Backlink Report (attached)

position tracking and competitor analysis in KSA (attached)

TESTMONIALS

1st testimonial

2nd review

The figure displays a user profile and a review section. On the left, a blue header bar welcomes 'sarah yassien' (@sarah_yassien3476) with a profile picture. Below the header are navigation links: 'Dashboard', 'Projects', and 'Favourites'. To the right, under the heading 'Reviews', is a section titled 'Mission Rating' with the text 'Great Job'. It includes a small profile icon, the name 'sarah yassien', the date '2023-06-20 16:53:12', and a 5-star rating icon followed by the number '5'.