



# Othmane Outaghza

Technical SEO Architect | AI SEO & GEO Specialist | Automation Manager

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## About me

*Strategic and results-driven SEO/AIO Manager with 4+ years of experience scaling organic traffic, e-commerce sales, and brand authority.*

*Proven success in boosting search visibility, increasing revenue through SEO, and optimizing user journeys based on data-driven insights.*

*Passionate about building SEO systems that deliver long-term growth.*

## Work Experience

### **SEO & Automation @ Health Supply 770, USA** **Manager** (E-commerce)

FEBRUARY 2024 - PRESENT

- **Organic Traffic Boost:** Increased clicks from 700 to 5,000+ clicks/month and generated \$1.3M+ in revenue through advanced SEO and data-driven optimization.
- Implemented **SEO automation** workflows using Make.com to streamline keyword rank tracking, technical audits, and Looker Studio dashboards.
- **Managed email marketing automation** with Brevo.com, building behavior-triggered flows (abandoned cart, re-engagement, loyalty campaigns).
- Led internal linking strategy, Core Web Vitals optimization, and backlink acquisition to improve keyword positions and authority.

### **SEO Manager @ Tingis Web**

JUNE 2023 - MAY 2024

- Executed successful SEO campaigns, increasing organic search traffic by 80% in 3 months.
- Orchestrated technical SEO audits, improving crawlability, indexability, and site speed.
- Led PR backlink acquisition campaigns, strengthening domain authority.

## Education

### **MBA @ University of jiangsu**

JUNE 2020- JUNE 2023

### **Production Management @ ESITH**

JUNE 2016- JUNE 2019

## Skills

- Advanced Keyword Research
- On-Page and Off-Page Optimization
- Digital Public Relations
- Technical SEO Proficiency
- Expertise in SEO Tools (Google Analytics, Google Search Console, Ahrefs, SEMrush, Secrmin Frog, SEOmonitor, localfalcon)
- Effective Team Leadership and Management
- Data Analysis and Interpretation
- Strategic Content Development
- Strong Communication
- Creative Problem-Solving
- WordPress Development
- Shopify Development
- SEO Automation (n8n.io)
- Email Marketing Automation (Brevo)
- Generative Engine Optimization (GEO)
- AI Optimization (AIO)
- Programmatic SEO
- E-commerce SEO

- Played a key role in crafting SEO-focused content with seamless keyword integration.
- Tracked website performance metrics and collaborated for technical SEO enhancements.

## SEO Specialist @ [Eptique.ma](#) Project

JANUARY 2022 - MAY 2025

- Drove local SEO initiatives for Eptique.ma, significantly increasing organic search traffic.
- Conducted targeted keyword research for optimal local relevance.
- Implemented on-page optimizations and orchestrated a successful backlink acquisition campaign.
- Collaborated closely with the client for tailored SEO strategies and provided regular performance reports.

## Projects

### On Page SEO @ [cpfahsanjra.ma](#) Government websites

JUNE 2023

- Managed on-page SEO for cpfahsanjra.ma, optimizing meta tags, headers, and internal links.
- Implemented on-page strategies to increase search visibility.
- Collaborated closely to customize content for an improved user experience and enhanced search performance.

### Shopify SEO @ [fantasialife.com](#) E-com Website

JAN 2023

- Built fantasialife.com on Shopify for smooth e-commerce functionality and visually appealing shopping experience.
- Customized design, integrated essential features, and ensured mobile responsiveness.
- Implemented Shopify best practices for optimal online store performance.
- Provided client training for efficient store management.

### Wordpress Development @ [mediaport.ma](#) Website

OCT 2023

- Crafted Mediaport on WordPress, prioritizing user-friendly design and functionality.
- Tailored the website's appearance, integrated key features, and ensured responsiveness.
- Incorporated on-page SEO strategies for enhanced search visibility.
- Delivered training for effortless content management.
- Designed an aesthetically pleasing and efficient online presence.

## Certifications

- Meta Social Media Marketing Specialization
- University of California, Davis Optimizing a Website for Google Search
- University of California, Davis Advanced Content and Social Tactics to Optimize SEO
- Learn to Code with AI — Scrimba
- Vibe Coding with Cursor AI — Scrimba
- AI SEO: Mastering Generative Engine Optimization (GEO) — IBM
- Vibe Coding with GitHub Copilot — Scrimba

## Key Achievements

- \$1.3M in e-commerce revenue from organic + ai search + email automation 7000+%growth.
- Built SEO systems and automations that scale with business growth.
- Ranked 105 keywords in Google's Top 3 (up from 6).

## Tools

- Google Analytics
- Google Search Console / Bing Webmaster Tools
- Google Business Profile
- Ahrefs / SEMrush / SEOmonitor/ Moz
- Secrimin Frog / SEO Powersuite / Siteliner
- LocalFalcon
- Brand24
- Wordpress / Shopify/Antigravity
- Hotjar / Hunter
- Frase / Surfer SEO
- Rank math / WP rocket
- Pages Speed Insights
- GMB Everywhere
- Looker Studio /Google Keyword Planner
- Schema.org / Geoimgr
- advertools /Google Colab