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Ali Nasir

SEO Analyst

London, United Kingdom

Current • **SEO Analyst at Xclusive Leisure & Hospitality**

Past • Senior Web Application Developer at Xclusive Leisure & Hospitality Limited
• seo at a

Education • University of East London

Recommended 1 person has recommended Ali

Connections 15 connections

Industry Computer Software

Websites • [My Website](#)
• [Personal Website](#)

Ali Nasir's Summary

Experienced Search Engine Marketing Analyst seeks challenging position in progressive and dynamic organization, to enhance my professional skills by implementing successful search engine optimization strategies in order to increase company revenue in short period of time.

Ali Nasir's Specialties:

PHP & Apache with MySQL, URL Rewriting, Payment Gateways Integration,
ASP & IIS with SQL Server, XML
In Depth knowledge of HTML, JavaScript & CSS
Google Adwords campaign management
Analysis/Optimization e-commerce web-based applications

Ali Nasir's Experience

SEO Analyst

Xclusive Leisure & Hospitality

(Privately Held; 11-50 employees; Events Services industry)

February 2007 — Present (1 year 6 months)

Optimizing web contents, using keywords suggestion tools.
Search engines and directory submissions and search engine indexing.
Improving link popularity by increasing Inbound & Outbound links and analysing keyword density on daily bases.
Tracking return on investment on daily bases to improve ranking through organic search.

Senior Web Application Developer

Xclusive Leisure & Hospitality Limited

(Privately Held; 51-200 employees; Entertainment industry)

February 2006 — June 2007 (1 year 5 months)

Design, development and deployment of modules.

Integration with Payment gateways, delivery company API's, URL ReWriting Implementation.

Managing bulk emails and bulk fax using their applications.

Responsible for managing technically TradeAndBid and sister companies in absence of project manager.

seo

a

(Computer Software industry)

2001 — 2007 (6 years)

Ali Nasir's Education

University of East London

MSC, MSC Internet Engineering, 2003 — 2005

Research Papers

M Ali Nasir, "Legal Issues Involved in E-Commerce", Ubiquity, Volume 4, Issue 49, February 11 - 17, 2004
http://www.acm.org/ubiquity/views/v4i49_nasir.html

M Ali Nasir (2005), "Wireless Security Dilemma"
www.alinasir.com/papers/wirelesssecuritydilemma.pdf

M Ali Nasir (2007), "Sourcing for Outsourcing"

Additional Information

Ali Nasir's Websites:

[My Website](#)

[Personal Website](#)

Ali Nasir's Interests:

Reading Poetry, Playing Table Tennis, Watching Movies, Drawing

Ali Nasir's Groups:

Member Institute of Electrical &

Electronics Engineers (IEEE) Member Number: 80666301

Professional Member (MBCS) British Computer Society Membership Number: 010065837

Microsoft Certified Professional (MCP) Microsoft/ Orbit Institute Certification No: 1045142

Ali Nasir's Honors:

15, Nov 2005

Cambridge University

Training Seminar "Prêt a Voter; Practical, Voter-verifiable Elections" by Ryan Peter [University of Newcastle]

Oct 2005

University of East London

Tutor (Oct, 2005)

Conduct tutorial for undergraduate students on Information Technology course (Computer/Network Security)