ISLAMABAD, PAKISTAN / REMOTE WORLDWIDE

Farhan Saqib

DIGITAL GROWTH SPECIALIST

Web development, SEO, GEO/AEO, digital marketing, social media, content, graphic design and ongoing optimisation connected around business outcomes.



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PROFESSIONAL PROFILE

Business growth through connected digital execution

I help businesses turn fragmented digital needs into a clear, credible and measurable customer journey. My work brings strategy, responsive website development, search visibility, content, social media and visual communication into one growth system. I lead client communication and digital direction from Islamabad, with a remote specialist network engaged according to the approved scope.

ATTRACT

SEO, GEO, local visibility, content and social distribution create qualified discovery.

CONVERT

Responsive websites, clear service journeys and stronger trust turn attention into action.

CORE CAPABILITIES

Strategy, build, visibility and improvement

+ Business website and landing-page strategy
+ Responsive HTML, CSS and JavaScript development
+ E-commerce information architecture
+ Technical and on-page SEO
+ Local SEO and Google Business Profile guidance
+ GEO and answer-engine optimisation
+ Content and organic growth planning
+ Social media management and creative direction
+ Graphic design and digital brand consistency
+ Analytics, conversion and website care

SELECTED PROJECT EXPERIENCE

Seven websites and growth systems across varied business contexts

Roles below reflect the portfolio information supplied by Farhan. Quantitative traffic, ranking, revenue and conversion claims are intentionally excluded until client-approved evidence is available.

01 **Your London Chauffeur** LUXURY TRANSPORT / LONDON, UK	Website design and development, content-led search structure and ongoing social media management for executive travel, airport transfers, events and premium journeys. yourlondonchauffeur.co.uk
02 **Digital Perception** DIGITAL AGENCY / UNITED KINGDOM	Website design and digital support connecting technology products, web development, SEO, social media, analytics and digital transformation. digitalperception.co.uk
03 **The Vintage Artisans** ARTISAN E-COMMERCE / PAKISTAN + UK	E-commerce website and social-media support presenting handcrafted Multani blue pottery and camel-skin lamps through product and heritage storytelling. thevintageartisans.com
04 **SigNeon360** CUSTOM E-COMMERCE / UNITED KINGDOM	Website design and social-media management for ready-made and personalised LED neon products, collection discovery and custom-design enquiries. signeon360.com
05 **Islamabad Rehab Centre** HEALTHCARE / ISLAMABAD	Website design, structured treatment information, local-search foundations and social-media support for sensitive recovery and mental-health services. islamabadrehabcenter.com
06 **Islamabad Rehab & Caring Center** HEALTHCARE / ISLAMABAD	Website design and ongoing digital support connecting treatments, facilities, registrations, trust information and confidential contact routes. islamabadrehab.com
07 **Offbeat Camper** TRAVEL + OUTDOORS / INTERNATIONAL	Website design and ongoing social-media management for a camper and outdoor-focused digital project. offbeatcamper.com

WORKING MODEL

One strategic point of contact, specialist support by scope

Farhan leads discovery, strategy, client communication and the coherence of the overall digital experience. Remote specialists may support development, research, content, social media, design, analytics or quality assurance when the scope requires their discipline. Individual member information remains private; responsibilities, milestones and approval workflows are documented for each engagement.

SERVICE PORTFOLIO

Eleven focused ways to remove growth constraints

01

Web Development

Business websites and landing systems designed for credibility, usability, search and conversion.

02

E-commerce Development

Store architecture, product discovery, trust journeys and mobile buying experiences.

03

Search Engine Optimisation

Technical, on-page, content and internal-linking improvements tied to useful commercial journeys.

04

GEO and AEO

Entity clarity, direct answers, original evidence and answer-ready content for AI-assisted discovery.

05

Digital Marketing

Audience, offer, channel, campaign and measurement planning connected to business goals.

06

Social Media Management

Content pillars, calendars, branded creative, publishing and performance learning.

07

Content and Organic Marketing

Search-led editorial systems, expert input, distribution, linking and content refreshes.

08

Graphic Design and Branding

Digital visual systems, campaign assets, social templates and practical brand consistency.

09

Local SEO and Business Profile

Accurate local information, useful service-area content, profile and reputation workflows.

10

Website Care and Performance

Updates, quality checks, backups, speed review and continuous improvement support.

11

Analytics and Conversion

Decision-ready measurement, journey analysis, prioritised improvements and testing.

MARKET COVERAGE

Islamabad-based delivery for Pakistan and international clients

PAKISTAN
Islamabad, Rawalpindi, Karachi and Lahore

INTERNATIONAL
London and the UK, Europe, New York and the USA, Dubai and the UAE, Sydney and Australia

PROFESSIONAL PRINCIPLES

Clear thinking, accountable delivery

+ Understand the audience and business model before creating

+ Make complex offers easier to navigate and compare

+ Use evidence and performance claims responsibly

+ Design for launch, maintenance, publishing and improvement

READY TO DISCUSS A GROWTH PROJECT?

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PORTFOLIO

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