

# NIMRA SHAKIL

## Senior Content Strategist

AI Content Operations | Technical SEO | Workflow Automation

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SEO & CONTENT PORTFOLIO

# PORTFOLIO OVERVIEW

Managed SEO content strategy, AI content operations, and technical SEO across a 7-website portfolio

**315K+**

Combined Monthly Visits

**7**

Websites Managed

**14,800+**

Keywords Researched

**16**

n8n Workflows Built

SITE	VERTICAL	TRAFFIC	KEYWORDS	HEALTH
ParkingMD	Telehealth	155K	5.7K	95%
WellnessWag	ESA/Pet Care	77.8K	6.8K	88%
LeafyMate	Directory	19.1K	4.2K	88%
LeafyDoc	Medical	12K	9.1K	92%
Minimal	Weight Loss	5.8K	1.6K	84%
LeafyRX	Medical	92	242	99%
Emma & Buddy	ESA	2	431	92%

# CASE STUDY: PARKINGMD

Telehealth | Handicap Parking Services

## CONTEXT

Built and executed the content strategy for the portfolio's highest-traffic property. Managed keyword research, content planning, on-page SEO, and site health across 100 crawled pages.

**155.6K**

Monthly Visits

**104K**

Unique Visitors

**5.7K**

Organic Keywords

**95%**

Site Health Score

## KEY RESULTS

- Traffic grew from near-zero to 155K monthly visits within the tenure period (Sep 2025 to Jan 2026)
- 99% of traffic from the United States, 57% mobile users
- 120 referring domains with 537 backlinks built organically
- Ranked #1 for branded term and top-5 for competitive keywords like "red handicap placard" and "what disabilities qualify for handicap parking"
- Content strategy: 6 customer personas, 47 commercial keywords across 9 clusters, 10 pillar blog outlines

# PARKINGMD: ADDITIONAL METRICS

## ENGAGEMENT

**5.28 pages per visit (+73.87%)**

**11:46 avg visit duration (+52.16%)**

**39.49% bounce rate (-31.4%)**

These engagement metrics indicate high-quality content that keeps visitors exploring multiple pages with extended session durations.

## TECHNICAL SEO

**Crawlability: 93%**

**HTTPS: 98%**

**Site Performance: 96%**

**Internal Linking: 91%**

**Markup: 100%**

**AI Search Health: 90%**

## COMPETITIVE LANDSCAPE

ParkingMD competes against myparkingpermit.com (1,460 common keywords, 61% overlap), handicapmd.com (861 keywords, 37%), drhandicap.com (533 keywords, 27%). Despite being a newer entrant, ParkingMD built 5.7K organic keywords and established strong positions for high-value commercial terms across the disability parking space.

# CASE STUDY: LEAFYMATE

Directory | 5,233 Pages Crawled

## CONTEXT

Overhauled thousands of AI-generated doctor listings with on-page SEO at scale. This was the portfolio's largest site by crawled pages (5,233) and proved that human editorial quality applied to AI-generated content drives real organic growth.

**+118%**

Traffic Growth

**19.1K**

Monthly Visits

**100%**

Non-Branded Traffic

**5,233**

Pages Crawled

## KEY RESULTS

- 118.85% increase in visits with 113.57% increase in unique visitors, all from organic search
- 100% non-branded traffic: every visitor found the site through search, not brand recognition
- Google Analytics shows 111K users and 122K sessions (Oct 2024 to Jan 2026), with a dramatic traffic spike from Oct 2025 onward
- 88% site health maintained across 5,233 crawled pages with 92% AI Search Health
- 534 referring domains and 1.9K total backlinks with 85.4% non-toxic profile

## CONTEXT

Conducted a competitive audit of the Semaglutide page against 4 industry leaders (Found, Calibrate, Sequence, Heally), delivering 8 categories of recommendations across clinical evidence, CTAs, interactive tools, and internal linking. This directly informed the page redesign.

**+336%**

Visits Increase

**+127%**

Organic Traffic Growth

**1.6K**

Organic Keywords

**68**

Positions Improved

## KEY RESULTS

- 336.68% increase in site visits and 407.26% increase in unique visitors after the competitive audit and page redesign
- Key keywords improved: "semaglutide vial expiration" (+13), "compounded trizepitide" (+13), "mg to units semaglutide" (+32), "units to mg semaglutide" (+28)
- On Page SEO Checker identified potential to increase organic traffic over 1000% (from 2 to 582)
- 297 referring domains with 934 backlinks (+25%), with the backlink profile growing steadily from ~130 to ~300 referring domains during the tenure

# CASE STUDY: WELLNESSWAG

ESA / Pet Care | 1,145 Posts Audited

## CONTEXT

Audited the entire 1,145-post portfolio across 20 content clusters and built a 3-phase content strategy with KPIs and weekly action items, projecting a 45% organic traffic increase within 6 months.

**77.8K**

Monthly Visits

**6.8K**

Organic Keywords

**254**

Keywords Improved

**11**

Keywords Declined

## KEY RESULTS

- 254 keyword positions improved vs only 11 declined (Oct 2024 to Jan 2026), a 23:1 improvement ratio
- Position Tracking: 24.22% visibility (+24.03%), 37 keywords improved with 11 in Top 3 and 17 in Top 10, all new entries
- Authority Score 29 with 477 referring domains and 2.6K backlinks, 91% follow links
- Organic sessions up 51% in the last 7 days of tracking, with GSC showing 2.9K clicks (+7.88%) and CTR improvement of +14.5%
- AI Visibility Score: 31 with 113 mentions across AI platforms (82 AI Overview, 21 AI Mode, 6 ChatGPT, 4 Gemini)

**12K**

Monthly Visits

**92%**

Site Health

**9.1K**

Organic Keywords

**822**

Referring Domains

- 1,335 pages crawled out of 20,000 with 92% site health score
- 3.6K analyzed backlinks with Authority Score 24 and 85.6% non-toxic profile
- 76% AI Search Health with all AI search bots allowed (ChatGPT-User, OAI-SearchBot, Googlebot, Google-Extended)
- Position tracking across NJ, OK, and PA locations with state-level keyword targeting

# TECHNICAL SEO & AUTOMATION

## SITE HEALTH ACROSS ALL 7 WEBSITES

SITE	HEALTH	PAGES CRAWLED
LeafyRX	99%	100
ParkingMD	95%	100
Emma & Buddy	92%	24
LeafyDoc	92%	1,335
LeafyMate	88%	5,233
WellnessWag	88%	890
Minimal	84%	1,377

## WORKFLOW AUTOMATION

### 16 n8n workflows co-designed

Covering content creation, competitive intelligence, publishing, and performance monitoring

### 75% cost reduction

Authored PRDs for replacing \$1,500/month vendor tools with in-house n8n alternatives

### 80% reduction in manual processes

Enabling a small team to operate content at enterprise scale across 7 sites

### Tools integrated:

n8n, NocoDB, Crawl4AI, DataForSEO, OpenRouter, ClickUp, WordPress REST API, GA4, Search Console, Perplexity

# LET'S CONNECT

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## TOOLS & TECHNOLOGIES

**SEO & Analytics:** Semrush, DataForSEO, GA4, GSC, PostHog, Ahrefs, Moz

**AI & Content:** ChatGPT, Claude, Gemini, Flolio, Artie, Athena AI, RivalFlow AI

**Automation:** n8n, NocoDB, Crawl4AI, WordPress, ClickUp

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