

Yaaseen Saleh

Technical SEO specialist, moving into cybersecurity

info@yaaseensaleh.co.za
+27 83 307 4455 call / WhatsApp
yaaseensaleh.co.za
Johannesburg, South Africa

profile

Seven years in SEO, most of it below the content layer: server logs, HTTP headers, rendering, Core Web Vitals and structured data. A marketing analyst and web master background means recommendations arrive with the query, the script or the fix attached. Now studying for ISC2 CC and CompTIA Security+, aiming for a security operations role.

experience

Technical SEO Specialist

Jan 2026 – present

Practice Promotions US healthcare marketing, contract

Technical SEO strategy across all agency clients; SEO performance for a 40-client portfolio. Co-developed the Net SEO Score, which flags ranking drops before clients notice, and built its Python scraper for Agency Analytics.

Founder and Director

current

YSM Digital (Pty) Ltd Johannesburg

Technical SEO studio: fixed-fee audits and retainers, direct and white-label. Runs Grow My Practice and datascimarketing.com.

SEO Specialist

2023 – present

HelloYes Marketing

On-page and technical SEO, keyword and competitor research, SEO-friendly mock-ups with developers, client and management reporting.

Marketing Analyst and Web Master

2021 – present

Enhanced Business Solutions

Campaigns, market research and buying-pattern analysis; automated invoice and sales tracking in SAP and Excel for weekly executive summaries.

Web Master and SEO Specialist

2021

Metro Lifestyle

SEO across all site content lifted leads 20%; a three-month PPC campaign lifted sales 40%.

selected builds

Grow My Practice	Brand and 12-page static site built from scratch. #2 nationally for target terms within days of launch.
Net SEO Score	Co-developed SEO tracking system with a Python data pipeline. Drops flagged before clients notice.
Redirect Forge	Bulk 301 mapping and validation. Chains and loops caught before launch.
Audit pipeline	Scrapers and a codified method producing branded audit reports.
Amiko	Co-founded pet platform; prototype on Supabase/PostgreSQL, 20+ screens.

technical seo

crawl, logs, indexation

Server and CDN log analysis, Googlebot verification, crawl budget, canonicals, redirects and migrations.

performance

Core Web Vitals from field data: LCP, INP, CLS per template.

structured data and GEO

JSON-LD, entity clarity, AI search citation.

edge and measurement

Cloudflare Workers, BigQuery, Looker Studio, GA4, Search Console.

data and dev

Python (pandas, scraping, automation), SQL, Agency Analytics, Power BI, SAP and Excel, HTML/CSS/JavaScript, PPC.

security, in progress

DNS, HTTP and TLS, log analysis for detection, security headers and CSP, TryHackMe and Hack The Box labs.

education

Honours, Information Technology

2025. Dissertation: machine learning for fraud detection.

IT Systems Development Diploma

2015

certifications

- Data Analytics
Coursera
- Fundamentals of Digital Marketing
Google
- ISC2 Certified in Cybersecurity
exam scheduled, Nov 2026
- CompTIA Security+
target, Dec 2026
- ISC2 SSCP
next