

Khadija Zaman

AI Search Manager (SEO, AEO, GEO) · in-house at Wellows

Karachi, Pakistan · remote worldwide · in search since 2019
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SUMMARY

AI Search Manager at Wellows with 6+ years in search, the last three owning the SEO, content, AI-search and automation programs in-house. Specialism: semantic SEO and getting brands cited inside ChatGPT, Gemini, Perplexity and AI Overviews, measured in GA4 rather than assumed. Builds the tooling and the pipelines (Python, BigQuery, n8n) that make the work repeatable, and tests her own published claims against a null before standing behind them.

SELECTED RESULTS · EACH WITH ITS SOURCE AND WINDOW

LLM referral sessions 9× in 8 months, from 176/month

Zero paid spend. Wellows, in-house.

GA4 · Jul 2025 – Feb 2026

LLM referral traffic 22× in 12 months

A separate, confidential client. Baseline not published.

GA4 · 12 months · headline figure

Search impressions 680K → 3.78M · avg. position 28.9 → 17.3

Site-wide organic growth alongside the AI-search program. Wellows.

Google Search Console · 12 months

Core update recovery: avg. position 32 → 8.2

After a 70% organic click loss (231K → 69.2K in four months). Five workstreams run by one owner. Confidential publisher.

Google Search Console · 12 months to May 2026

Position 55 → the 20s within days, held 11 weeks

A property flat near position 55 for two months, re-rated by a mid-September step change. Confidential.

Google Search Console · Jul – Nov 2025

1,647 practitioners on three tools, 100% organic

Query Fan-Out Generator (829), LLM Query Builder (149), AI Humanizer (669), built at Wellows. Search Engine Land uses the first in its topic-cluster guide.

Own tracking · Wellows' live counter for the first tool later read 6,849

8K → 25K monthly sessions in six months

Topic cluster architecture for an affiliate site: intent-mapped clusters, commercial pillars, internal linking, no technical overhaul.

Headline figures, no full write-up

KIVA launch: 447 users, 110 paying signups, #1 U.S. rating

Full go-to-market on zero paid budget: positioning, launch content, SEO-led distribution, partnerships. #1 rating on All About AI.

Launch month · headline figures, no full write-up

EXPERIENCE

2023 – PRESENT

AI Search Manager (joined as Marketing Manager)

Wellows, a Disrupt.com company · B2B SaaS · in-house, Karachi

- Own SEO, content strategy, AI-search visibility (GEO/AEO) and marketing automation end to end.
- Built the AEO framework from Koray Tuğberk's semantic model and Google's query fan-out patent; ran grounded versus non-grounded citation experiments tracking explicit citations and implicit mentions separately.
- Took LLM referral sessions from 176/month to roughly 9× in 8 months with \$0 paid; grew Search Console impressions 680K → 3.78M and improved average position 28.9 → 17.3.
- Designed and shipped three SEO tools as LLM entry points (1,647 users, all organic); one is the tool Search Engine Land walks readers through in its guide to topic clusters for AI search.
- Published a cross-engine AI citation overlap study, then rebuilt it against a permutation null and retracted two headline findings that did not hold.

- Wired n8n, GA4, BigQuery and Looker Studio into reporting that segments LLM referrals and runs without manual exports.

2021 – 2023

SEO & Content Lead

webAffinity · digital agency

- Led SEO strategy and content programs across multiple client verticals.
- Built repeatable execution frameworks that scaled organic growth without scaling headcount.

2020 – 2021

SEO Specialist

Intersys · technology

- Led content and SEO strategy for affiliate and e-commerce clients: keyword research, on-page optimisation, and the foundation for technical SEO and data-driven reporting.

2019 – 2020

SEO Executive

Digitonics · digital agency

- Content creation and SEO execution for affiliate and e-commerce clients.

WRITING & RECOGNITION

Search Engine Land · its guide to topic clusters for AI search runs on the Query Fan-Out Generator I built at Wellows. The article credits Wellows. [Article](#) · [COO's post naming me](#)

Open source · six SEO and AI-search projects on [GitHub](#), including the engine behind the LLM Query Builder and an MCP server for AI Overview citation checks. [List](#)

LLM Query Builder on Product Hunt · [launch post by Masab Gadit](#) credits me for the build.

Cross-engine AI citation overlap study · published on the Wellows blog, Jan – Jun 2026, then [re-tested against a permutation null with two findings retracted](#).

AllAboutAI.com · [bylined contributor](#) on SEO and AI search; author pages grew 10.7K → 23.6K clicks year over year (Search Console, 2025 vs 2024).

khadijazaman.com/blog · field notes on GEO/AEO, semantic SEO and automation.

STACK

Python

Pandas

GSC API

BigQuery

GA4

Looker Studio

Google Tag Manager

n8n

Make

Zapier

OpenAI API

Claude API

LLM orchestration

Ahrefs

SEMrush

Screaming Frog

Sitebulb

Search Console

WordPress

JSON-LD schema

Core Web Vitals

HTML / CSS

REST APIs

Industries: SaaS, cybersecurity, affiliate, agency. Every figure above is stated with its source and window; the case studies at khadijazaman.com/work/ show the working. Named references outside Wellows are available on request.

TRAINING & CERTIFICATIONS

AI Boot Camp · NUST, completed April 2025 · Python, AI agent building, deep learning

Advanced Semantic SEO Framework · Koray Tuğberk GÜBÜR, GSQI advanced training

Train the Trainer · FranklinCovey, Multipliers®, School of Leadership