

## Elance Blog

Search Blog

### For This Elancer, SEO Stands For Sheer Excitement Optimization.

e\_darrellj | Mar 12, 2013

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[Search Engine Optimization \(SEO\) experts](https://www.elance.com/r/contractors/q-search%20engine%20optimization%20experts/) (<https://www.elance.com/r/contractors/q-search%20engine%20optimization%20experts/>) are among the most-demanded on Elance.

For Yahia Khan this spells exciting opportunities he couldn't have imagined just a few short years ago. Especially since Yahia is both an SEO freelancer *and* a client who hires other Elancers for his company, [G.I.T. Expert](https://www.elance.com/s/remoteitsolution/10183/) (<https://www.elance.com/s/remoteitsolution/10183/>).

Born and raised in Bangladesh, Yahia moved to the U.K. a while back to study computing. After graduating he took a full-time 9-to-5 job in the U.K., working for a U.S.-based tech company.

But Yahia's heart was still in his homeland of Bangladesh. So he returned to his hometown of Sylhet and soon found Elance (and the many benefits of working online freelance jobs). "I love freedom and I love being my own boss," he says. "And I hope to continue making my business bigger and bigger."

Today Yahia's business is growing fast, as he and his team of SEO and [link building professionals](https://www.elance.com/r/contractors/q-link%20building/) (<https://www.elance.com/r/contractors/q-link%20building/>) help companies get more traffic and more leads from their websites. He even hires Elancers himself, working with a stable of 15 freelance [content writers](https://www.elance.com/r/contractors/q-content%20writers/) (<https://www.elance.com/r/contractors/q-content%20writers/>) and SEO experts to create articles, blogs and other online properties to make his client's websites more successful.

Yahia's clients, mostly based in the U.S., love that G.I.T. Expert is able to deliver great results quickly and at a reasonable price. "My Elance writers are at the heart of my business," he notes. "Finding people with great English writing skills in my country is difficult, and keeping them is expensive. With Elance I get quality freelancers on a pay-as-you-go basis and pass the savings on to my clients."

Yahia has one great tip for Elance clients searching for quality work: Test runs. "I hire multiple freelancers on the same project, sending them a small amount of work first as a test," he explains. "Then I measure the quality of the work and move forward with the top performers. It's the perfect way to work with a variety of the very best people in a very cost-efficient way."

He also has an astute tip for fellow freelancers: "Deliver exceptional work on every project and earn great feedback." As an Elance client who also hires, Yahia is quick to add: "Terrific feedback is certainly something I look for when searching for the best people to work with."

Needless to say, Yahia's clients (and freelancers) appreciate his insightful approach to optimization. And it's why they keep coming back to G.I.T. Expert again and again for more awesome SEO work.



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