



# MUHAMMAD BILAL

WORDPRESS DEVELOPER AND SEO EXPERT

## My Portfolio

<https://bilalportfolio.asphaltmodapks.com>

## Technical Skills

- WordPress development
- Basics of HTML
- Responsive web design, mobile-first approach
- SEO best practices (on-page + off-page optimization, technical SEO)
- Google Analytics, Google Search Console
- Yoast SEO, Ahrefs, SEMrush
- WordPress SEO plugins
- Web performance optimization

## Soft Skills

- Communications Skills
- Time Management
- Multi-tasking
- Attention to Detail
- Team work
- Accountability
- Adaptability
- Creative Thinking

## Personal Info

**Address:** Sahiwal, Pakistan.

**Gender:** Male

**Nationality:** Pakistani

## About Me

I am a highly skilled WordPress developer with 2+ years of experience in building fast, secure, and SEO-optimized websites. Proficient in WordPress development, theme customization, and plugin management.

Moreover, I have a proven track record of improving website rankings with my best SEO practices as I have 2+ years of experience, driving organic traffic, and enhancing user experience.

## Education

### BSCS [Computer Science]

2020 – continued

[3.0 CGP 7<sup>th</sup> semester]

## Experience [WordPress]

[2022 – Continue]

- Developed and maintained multiple WordPress websites for clients across various industries
- Customized WordPress themes and plugins to meet client requirements
- Implemented responsive design and mobile-first approach to improve user experience
- Collaborated with designers to develop custom WordPress themes
- Managed and optimized website performance using caching, minification, and compression
- Implemented security measures to prevent hacking and malware attacks
- Developed custom WordPress plugins to meet client requirements

## Experience [SEO]

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### [2022 – Continue]

- Conducted keyword research and implemented optimization strategies to improve website rankings and drive organic traffic
- Analyzed website technical SEO and implemented improvements to enhance crawlability, indexation, and page speed
- Managed and optimized website content to improve user experience and search engine rankings
- Collaborated with content creators to develop high-quality, keyword-optimized content
- Monitored website analytics and reported on SEO performance to stakeholders
- Implemented and managed SEO tools such as Ahrefs, SEMrush, and Moz
- Improved website rankings by an average of 30% and increased organic traffic by 25%



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