



MUHAMMAD SAEED

WEB DEVELOPER | SEO EXPERT

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PERSONAL STATEMENT

As a seasoned Web Developer and SEO Expert, I specialize in creating visually appealing, user-friendly websites that drive engagement and deliver measurable results. My expertise includes HTML, CSS, JavaScript, React JS and various web development frameworks, coupled with advanced knowledge of SEO best practices and tools. I am committed to leveraging my technical skills and strategic insights to help businesses achieve their digital goals and stand out in a competitive online landscape.

OBJECTIVE

To leverage my expertise as a Web Developer and SEO Expert to design and develop innovative web solutions that enhance user experience and drive significant organic traffic. I aim to contribute my skills in coding, website optimization, and search engine strategies to a forward-thinking organization where I can help achieve its digital marketing and business objectives.

EDUCATION

BS Information Technology

2017-2021

Government College University Faisalabad , Pakistan CGPA: (3.51/4.00)

FINAL SEMESTER PROJECT

Library Management System Development

Self-initiated Project — December 2020 - May 2021, Designed and developed a Library Management System to facilitate efficient book management and user transactions. Led the development process, including system architecture design, back-end programming with Python, and database management using SQL.

Technologies Used: Python, SQL (MySQL), Tkinter for GUI.

User Authentication: Implemented secure login systems for different user roles. Book Management: Developed features for book cataloging and updating. Lending System: Built modules to manage book checkouts, returns, and overdue notifications. Search and Reporting: Enabled search functionality and reporting for tracking book status and user activities

MAJOR COURSES:

Studied 42 courses during my bachelor including Introduction to Information Technology, Programming Fundamentals, Data Structures and Algorithms, Database Management Systems, Software Engineering, Web Development, Operating Systems, Computer Networks, and Cloud Computing.

CERTIFICATE:

The Complete Full-Stack Web Development Bootcamp

Udemy | Instructor: Dr. Angela Yu | Certificate of Completion | 61.5 total hours of training

Date: July 1, 2025

Certificate No: UC-135a60a3-dba4-48e7-8289-8cdd98e48de7

Search Engine Optimization

OdoCode | Instructor: Dr. Muaaz Qureshi | 6-month training

Date: September 24, 2019

PROJECTS

Weather App Using HTML | CSS | JavaScript

Built a weather forecasting application using JavaScript and OpenWeather API. Implemented API integration, dynamic data fetching, and responsive UI design to display temperature, humidity, and conditions for any city.

GitHub User Finder

Built an application to fetch GitHub user profiles and repositories using GitHub REST API. Demonstrated skills in API calls, error handling, and rendering structured JSON data in a user-friendly interface.

Portfolio Website (React)

Designed and developed a personal portfolio website using React.js. Showcased skills, projects, and contact details in a responsive layout, highlighting React components, JSX, and CSS styling.

Chat Application | Technologies: HTML, CSS, JavaScript

- Built a real-time AI-powered chat interface that simulates human-like conversations.
- Designed a responsive UI using HTML & CSS to provide a seamless user experience across devices.
- Implemented JavaScript logic to handle user input, fetch responses from the API, and dynamically render messages.
- Added features like message history, typing indicators, and error handling to enhance usability.
- Strengthened skills in API integration, asynchronous JavaScript (fetch/async-await), and DOM manipulation.

SEO PROJECTS

John Lewis & Partners | SEO Specialist (On-page, Off-page & Technical SEO)

Technical SEO Improvements:(broken links, redirect chains, XML sitemap, robots.txt).

On-page SEO Optimization: keyword research for product and category pages, targeting both high-volume and long-tail keywords. Improved meta tags (titles, descriptions), headings, and ALT text for images to align with target keywords.

Off-page SEO & Link Building: Developed a backlink acquisition strategy with outreach to trusted publishers and relevant blogs to build high-quality links. Built and managed local directory citations and partnerships to improve domain authority. Monitored backlink profile to remove toxic links and maintain site health.

SEO & DIGITAL MARKETING TOOLS:

Google Analytics – Tracking website traffic, user behavior, and conversions.

Google Search Console – Monitoring indexing, search performance, and fixing technical issues.

Ahrefs – Keyword research, backlink analysis, and competitor monitoring.

SEMrush – Comprehensive SEO audits, keyword tracking, and content gap analysis.

Moz Pro – On-page optimization and link profile management.

Screaming Frog – Technical SEO audits and crawl analysis.

Yoast SEO / RankMath – WordPress SEO plugin management for content optimization.

Ubersuggest – Keyword suggestions, content ideas, and competitor analysis.

GTmetrix / Google PageSpeed Insights – Website speed & Core Web Vitals optimization.

Canva – Creating visually appealing graphics for SEO content & social media.

Hootsuite / Buffer – Social media scheduling and engagement tracking.

WORDPRESS WEBSITE DEVELOPER:

Experienced WordPress Website Developer with a proven track record of designing, developing, and optimizing professional websites for businesses and individuals.

Skilled in creating responsive, SEO-friendly, and user-friendly websites using WordPress, Elementor, and WooCommerce. WordPress Installation, Setup & Configuration, Theme Customization & Child Theme Development, Plugin Development & Customization, Elementor, WPBakery, Divi, and Gutenberg Page Builders, WooCommerce Setup (E-commerce Stores), Website Speed Optimization (Core Web Vitals), SEO-Friendly Website Structure, Security & Backup Management, cPanel, Hosting & Domain Management.

TECHNICAL SKILLS:

HTML, CSS, JavaScript, Python, PHP, SQL, Bootstrap, Django, Laravel, On-Page SEO, Off-Page SEO, Technical SEO, Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog SEO Spider, WordPress, Google My Business, Local Listings, Geo-Targeting

MS Word & MS Office Suite Expert: 7+ years of professional experience in preparing official documents, using MS Word, Excel, PowerPoint

Fast Typing Speed: 40+ WPM (Words Per Minute) with high accuracy — ideal for preparing large files quickly and efficiently.

Operational & Client Management: Handling HR operations, staff coordination, and client consultation.

WORK EXPERIENCE:

Operation Manager – N.F Immiconsult (Pvt.) Ltd.

Oct, 2022 to March, 2025

Visa File Preparation: Expertly prepare and review visit visa applications for multiple countries, including Canada, UK, Schengen States, USA, Australia, Japan, New Zealand, Turkey, and Ireland, conduct detailed document verification (financials, property, employment letters, etc.) to strengthen client applications.

Provide client consultation on visa processes, eligibility assessment, and case strategies to maximize approval chances.

Collaborate with embassy portals and VFS centers for application submissions and follow-ups.

PROFESSIONAL SKILLS:

Problem-Solving: Adept at identifying and resolving technical issues, optimizing web performance, and addressing complex SEO challenges. **Communication:** Strong ability to articulate technical concepts to non-technical audiences, create comprehensive reports, and collaborate effectively with team members.

Analytical Thinking: Skilled in analyzing web traffic, SEO metrics, and user behavior to make data-driven decisions and improve performance. **Time Management:** Efficient in prioritizing tasks and managing time to meet project deadlines and handle multiple responsibilities. **Adaptability:** Flexible and quick to adapt to new technologies, industry changes, and evolving project requirements. **Team Collaboration:** Effective in working with cross-functional teams, contributing to collaborative projects, and supporting team goals.

AWARDS/ACHIEVEMENTS:

Top SEO Campaign of the Year 2021 — OddoCode | Operation Manager - NF Immiconsult PVT LTD

RESEARCH INTEREST:

Investigating methods to enhance website speed and efficiency, including techniques for reducing load times, improving user experience, and optimizing both front-end and backend processes. Exploring advanced SEO techniques to improve website rankings and visibility. This includes studying algorithm changes, on-page and off-page optimization methods, and the impact of content quality on search engine performance

REFERENCES:

LANGUAGE SKILLS

NF Immiconsult PVT LTD - 03004013376
 www.linkedin.com/in/mohammadsaeed/
 www.github.com/muhammadsaeed82

English Proficiency: Excellent Listening | Reading | Writing | Speaking | and intrapersonal communication with good interpretation.