



ALI RAZA

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SKILLS

WordPress Developer

CUSTOM WEBSITE(LARAVEL)

E-COMMERCE WEBSITE

BLOGS WEBSITES

MANAGE WEBSITE'S

ON PAGE SEO

OFF PAGE SEO

TECHNICAL SEO

LOCAL SEO

KEYWORD RESEARCH

TOOLS

WORDPRESS

SEMRUSH

UBERSUGGEST

LARAVEL,PHP

PROFESSIONAL SUMMARY

Experienced WordPress Developer with a strong background in creating and optimizing websites for performance, functionality, and user experience. Skilled in On-Page, Off-Page, and Technical SEO strategies, with a proven track record of enhancing search engine rankings and driving organic traffic. Proficient in Digital Marketing, leveraging both organic and paid channels to generate leads and boost online presence. Adept at analyzing data, optimizing campaigns, and implementing the latest SEO and marketing trends to achieve measurable results.

WORK EXPERIENCE

wordpress Deveolper - Backendz

Jan 2022- 2023

- Developed and maintained custom WordPress themes and plugins to meet client requirements, ensuring high performance, responsiveness, and scalability
- Collaborated with cross-functional teams, including designers and project managers, to translate business requirements into functional websites and web applications.

Full Stack SEO Expert - Code Fleet

March 2023- 2024

- Conducted comprehensive SEO audits for client websites, identifying technical issues, on-page optimization opportunities, and backlink strategies to improve search engine rankings
- Developed and executed customized SEO strategies tailored to client goals, resulting in increased organic traffic and higher search engine visibility.

Full Stack SEO Expert - Bloggers Xone

Aug 2024- Present

- Conducted comprehensive SEO audits for client websites, identifying technical issues, on-page optimization opportunities, and backlink strategies to improve search engine rankings
- Developed and executed customized SEO strategies tailored to client goals, resulting in increased organic traffic and higher search engine visibility.

EDUCATION

bachelor's in Cyber Security

March 2021-2025

Islamia Universty of Bahawalpur

- Major in web security
- Secure for different Attcks

introduction to Computer Science(ICS)

2018-2020

Ideal College

- Study releated Computer Ethics

ADDITIONAL INFORMATION

- **Technical Skills:** WooCommerce setup and customizatio, HTML5, CSS3, JavaScript (ES6+), jQuery, On-page SEO (meta tags, headings, keyword optimization, internal linking), Technical SEO (site speed optimization, mobile-friendliness, structured data, XML sitemaps), Off-page SEO (backlink building, outreach, guest posting), Keyword research and competitor analysis (using tools like Ahrefs, SEMrush, or Moz)
- **Languages:** English
- **Certifications:** Seo expert, Best web designer.