

Muhammad Tariq

SEO Specialist & WordPress Developer

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PROFESSIONAL SUMMARY

Results-driven SEO Specialist and WordPress Developer with over 5 years of experience driving organic growth and building high-performance digital solutions. Expert in technical SEO, data-driven content strategies, and custom WordPress development. Proven track record of improving search rankings for international clients across the US and Pakistan.

CORE COMPETENCIES

SEO Mastery: Technical Audits, On-Page & Off-Page SEO, Link Building, Keyword Research

Web Development: WordPress Custom Themes, WooCommerce, Elementor, Divi, Plugin Integration

Analytics & Strategy: Google Analytics (GA4), Google Search Console, Content Planning

Digital Marketing: Local SEO, GMB Optimization, Google Ads (PPC), Social Media Management

PROFESSIONAL EXPERIENCE

SEO Executive | Prime BPO

2024 – Present • Pakistan

- Lead comprehensive SEO management to enhance online visibility and improve organic search rankings across client portfolios.
- Develop high-quality, SEO-optimized blog content to drive targeted organic traffic and support content marketing goals.
- Manage WordPress development and integrate essential plugins for improved site functionality and performance.
- Monitor real-time analytics via GA4 and Google Search Console to refine digital performance strategies and maximize ROI.

SEO Expert & WordPress Designer | Xtreme Automation LLC

Jan 2024 – Sep 2024 • USA (Remote)

- Collaborated remotely with a US-based firm to execute data-driven SEO strategies tailored for the American market.
- Delivered optimized content that significantly improved organic search rankings across target keywords over a 9-month engagement.
- Conducted comprehensive technical SEO audits to identify and resolve crawlability and indexing issues.

SEO Specialist & WordPress Developer | Mindbridge BPO

Feb 2021 – Aug 2023 • Pakistan

- Executed on-page and technical SEO optimizations for a diverse range of web projects, consistently achieving measurable ranking improvements.
- Designed and developed responsive WordPress websites focused on user experience (UX), accessibility, and page speed optimization.
- Progressed from a specialized 6-month internship to a full-time specialist role based on demonstrated performance and expertise.

KEY PROJECTS

Inlabs Skin Glow – WooCommerce Development & SEO

- Developed a full-featured WooCommerce store from scratch; achieved Top 3 Google rankings within 2 months through aggressive on-page SEO and technical optimization.

Campus92 – Institutional Website Development

- Built a fully responsive institutional website with an optimized content architecture designed for seamless educational navigation and search discoverability.

Burial Senior Insurance – Lead Generation & Technical SEO

- Designed conversion-optimized lead-generation landing pages with comprehensive technical SEO implementation targeting US-based insurance audiences.

EDUCATION

BS in Computer Science | **Virtual University of Pakistan**

2024 – Present

ICS – Intermediate in Computer Science (A-Level Equivalent) | **Punjab Group of Colleges**

2021 – 2023

TECHNICAL TOOLKIT

SEO Tools

Semrush • Ahrefs • Screaming Frog • Ubersuggest • Google Search Console • GA4

Platforms

WordPress • WooCommerce • Elementor • Divi • Google My Business • Google Ads