

Muhammad Huzaifa Abdulrab

Contact

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About Me

Web Developer with 1.5 years of experience building and optimizing websites, along with 6 months of hands-on experience in Technical SEO, On-Page SEO, and website content optimization. Skilled in keyword research, SEO-friendly content writing, website structure optimization, metadata optimization, and improving website performance. Combines technical development knowledge with SEO and content strategies to build user-friendly, search-engine-friendly websites and improve organic search visibility.

CORE SKILLS

SEO & Website Optimization

- Technical SEO Audits
- On-Page SEO Optimization
- Keyword Research & Search Intent Analysis
- Title Tags & Meta Description Optimization
- Heading Structure & URL Optimization
- Internal Linking & Content Optimization
- XML Sitemap & Robots.txt
- Canonical Tags & Indexing Issues
- Schema Markup & Structured Data
- Image SEO & Alt Text Optimization
- Core Web Vitals & Page Speed Optimization
- Google Search Console
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Website Crawling & SEO Issue Identification

Content Writing

- SEO-Friendly Article & Blog Writing
- Website Landing Page Content
- Content Optimization & Editing
- SEO Content Briefs
- Keyword Placement & Semantic SEO
- Search Intent-Based Content
- Meta Titles & Meta Descriptions
- Content Structure & Readability
- Content Updates & On-Page Improvements
- AI-Assisted Content Research & Editing

Web Development

- HTML5, CSS3, JavaScript (ES6+)
- TypeScript
- React.js & Next.js
- Vue.js
- Tailwind CSS & Bootstrap
- Responsive Web Design
- Website Speed & Performance Optimization
- Technical Issue Debugging
- REST API Integration
- Git & GitHub
- Website Deployment with Vercel

Education

- Matriculation
- Diploma Software Engineering (On Going)

WORK EXPERIENCE

Web Developer

1.5 Years of Experience

- Developed and maintained responsive, user-friendly websites using modern frontend technologies.
- Built and optimized web pages using HTML, CSS, JavaScript, TypeScript, React, Next.js, and Vue.js.
- Improved website performance, page loading speed, and responsive layouts.
- Identified and resolved frontend issues affecting usability and website functionality.
- Implemented clean page structures and SEO-friendly website elements.
- Worked with APIs, reusable components, and website deployment workflows.
- Collaborated on website improvements based on functionality, usability, and performance requirements.

SEO Specialist — Technical & On-Page SEO

6 Months of Experience

- Conducted technical SEO checks to identify indexing, crawling, and website structure issues.
- Optimized title tags, meta descriptions, headings, URLs, image alt text, and internal links.
- Used Google Search Console to monitor indexing status, search queries, impressions, clicks, and average positions.
- Worked on XML sitemaps, robots.txt, canonical tags, and structured data.
- Identified website performance issues and applied technical improvements in collaboration with development workflows.
- Researched keywords and search intent to improve page relevance and organic search visibility.
- Reviewed website content and recommended on-page improvements based on target keywords.
- Monitored SEO performance and identified opportunities for further optimization.

LANGUAGES

- English
- Urdu