

ABDUL ROUF QASIM.

SEO SPECIALIST + WEB DEVELOPER

Search-led strategy and clean websites built to help businesses become easier to find, understand and trust.



CONTACT

abdulraofqasim@gmail.com
rouf-portfolio.pages.dev
LinkedIn profile
X / @abdulroufqasim

CORE SKILLS

SEO Strategy

Keyword Research

On-Page SEO

Technical SEO

Local SEO

Content Strategy

WordPress

HTML / CSS / JavaScript

Responsive Web Design

EDUCATION

Diploma in Information Technology (DIT)

Currently enrolled

01 PROFESSIONAL SUMMARY

Self-driven SEO specialist and web developer building practical digital experience since 2023.

My journey started in customer-facing retail, where I developed responsibility, communication and day-to-day management skills. I later moved into freelancing, learning SEO, WordPress and custom website development through hands-on projects. I now continue this work at Cyfrow Solutions while studying for a DIT diploma.

02 EXPERIENCE

- 2026 - PRESENT

SEO & Web Development

CYFROW SOLUTIONS

Currently working with Cyfrow Solutions while continuing to build practical skills across search optimization and website delivery.
- 2023 - PRESENT

Freelance SEO & Web Developer

INDEPENDENT

Built WordPress and custom-coded websites for local service businesses, and supported business websites with SEO research, on-page improvements, content direction and search-focused site structure.
- 2022 - 2023

Shop Manager & Salesperson

RETAIL SHOP

Managed daily shop activities, supported customers and handled sales responsibilities, building a strong foundation in communication, organization and customer service.

03 WORKING STYLE

01

SEARCH FIRST

Understand intent before choosing pages, keywords or content.

02

BUILD CLEARLY

Turn the plan into responsive, easy-to-use website experiences.

03

KEEP GROWING

Improve through hands-on work and technical study.

SELECTED WORK & SEO EXPERIENCE.

PORTFOLIO / 2026

04 WEB DEVELOPMENT PROJECTS

01 Cleaning Services Sacramento

WORDPRESS

Multi-service local cleaning website designed to organize services and support customer enquiries.

[VIEW PROJECT >](#)

02 Basement Waterproofing Pasadena

CUSTOM CODE

Lead-generation website created for a location-focused basement waterproofing service.

[VIEW PROJECT >](#)

03 Ducto Air Duct Cleaning Allentown

CUSTOM CODE

Service-focused local business website built with a clear content and conversion structure.

[VIEW PROJECT >](#)

05 SEO EXPERIENCE

HEALTH & WELLNESS

AyurMana

SEO support for an Ayurvedic hospital and treatment website.

[VISIT WEBSITE >](#)

HEALTH PRODUCT

Curpal

SEO support for a German-language health product website.

[VISIT WEBSITE >](#)

06 WHAT I BRING

- A practical, hands-on approach to learning and problem solving
- A combination of search thinking and front-end website execution
- Customer communication experience from retail and freelance work
- A clear focus on useful content, site structure and business goals

LET'S BUILD SOMETHING USEFUL.

Available for SEO, WordPress and custom website opportunities.

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