INDEPENDENT SEO SPECIALIST / BASED IN PAKISTAN

ABDUR ROUF

SEO SPECIALIST + WEB DEVELOPER

Search-led strategy. Useful content. Purposeful websites.

CONTACT

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CORE SKILLS

SEO strategy & audits

Keyword research

On-page optimization

Technical SEO

Local SEO & Google profiles

Content strategy

WordPress development

HTML, CSS & JavaScript

Responsive web design

EDUCATION

Diploma in Information Technology (DIT)

Currently enrolled

THE APPROACH

Clear priorities.
Thoughtful execution.
A useful next step.

01 PROFILE

SEO specialist and web developer building practical digital experience since 2023. I connect technical foundations, useful content and search intent with the goals of a real business.

02 EXPERIENCE

2026 - PRESENT

SEO & Web Development

Cyfrow Solutions

Developing practical skills in search optimization and website delivery while continuing an Information Technology diploma.

2023 - PRESENT

Freelance SEO & Web Developer

Independent

Built WordPress and custom websites for local service businesses. Supported SEO research, on-page improvements, content direction and search-focused site structure.

2022 - 2023

Shop Manager & Salesperson

Retail shop

Managed daily operations, customer support and sales, building a foundation in communication, organization and responsibility.

03 SELECTED WEB PROJECTS

Cleaning Services Sacramento

WordPress website for a multi-service local cleaning business.

Basement Waterproofing Pasadena

Custom-coded local service website with a lead-generation layout.

Ducto Air Duct Cleaning Allentown

Custom-coded responsive website with a service-focused structure.

04 SEO EXPERIENCE

AyurMana

SEO support for an Ayurvedic hospital and treatment website.

Curpal

SEO support for a German-language health product website.