ZIMAL MALIK

SEO SPECIALIST | WORDPRESS DEVELOPER

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Pakistan | Open to Remote Opportunities
Portfolio
GitHub
LinkedIn

ABOUT ME

SEO Specialist and WordPress Developer with practical experience in website optimization, technical SEO, digital projects, and AI-assisted development. Skilled in conducting SEO audits, improving on-page elements, managing WordPress websites, and developing web-based projects. Focused on building effective digital solutions, improving website performance, and maintaining structured, search-friendly websites.

SKILLS

- SEO Audits
- On-Page SEO
- Technical SEO
- WordPress Development
- Website Optimization
- Google Search Console
- Keyword Research
- Metadata Optimization
- Internal Linking
- Sitemap & Indexability Reviews
- AI-Assisted Development
- JavaScript & Python
- SaaS & Web Applications
- Digital Marketing
- Debugging & Testing

TRAINING & CERTIFICATIONS

- SEO Training
- Digital Marketing Training
- Python Training
- JavaScript Training
- AI-Assisted Web Development

LANGUAGES

Urdu — Native
English — Fluent
Arabic — Basic

PROFESSIONAL EXPERIENCE

INDEPENDENT SEO SPECIALIST & WEB DEVELOPER

September 2025 – Present

- Conduct website SEO audits and identify optimization opportunities.
- Improve on-page SEO elements, metadata, and internal linking structures.
- Manage and optimize WordPress websites and website content.
- Review sitemaps, canonical tags, indexing, and technical SEO issues.
- Build and improve web-based projects using AI-assisted development tools.
- Test website functionality, troubleshoot issues, and refine user experiences.

SELECTED PROJECTS

FOLLOWERCHANGE — SAAS WEB APPLICATION

https://followerchange.com

- Developed a privacy-focused follower tracking web application.
- Worked on application workflows, user experience, and functionality.
- Contributed to product development and technical improvements.

STREAMHUBONLINE — WORDPRESS WEBSITE

https://streamhubonline.com

- Managed a WordPress-based content website.
- Worked on website structure, content organization, and SEO optimization.
- Conducted technical and on-page SEO improvements.

AI-ASSISTED WEB DEVELOPMENT PROJECTS

- Worked on web-based tools and browser extension projects.
- Used AI-assisted development tools for coding, debugging, and testing.
- Improved website interfaces and application workflows.