

Abid Khan

SEO Specialist

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PROFILE

Junior SEO Specialist with hands-on experience in **Local SEO, Google Business Profile (GBP/GMB) optimization, Technical SEO, and On-Page SEO**. Proven success achieving **Top 3 Local Pack rankings** and driving **high-intent calls and direction requests** for live businesses. Experienced in building and optimizing **Next.js websites** with **strong Core Web Vitals (90+ Lighthouse)**, **clean indexing, and structured data (Schema Markup)**. Capable of **diagnosing and fixing crawl errors, indexing issues, and performance bottlenecks**, enabling faster SEO execution with minimal developer dependency.

EXPERIENCE

SEO Specialist & Web Developer

Jun 2025 – Present
Vasai, Mumbai

Freelance 📄

- **1,800+** GBP clicks, **600+** interactions across 2 industrial clients
- Top **3 Local Pack** rankings, **2.6-5.2%** CTR, Avg Position **3.9-5.2** (high-intent keywords)
- **5 Next.js** sites deployed, **95+** Lighthouse, **100%** Core Web Vitals (production)
- **100%** GSC indexing + domain migrations (zero errors)
- **AI Overviews + Perplexity visibility** via validated JSON-LD schema

SDE Intern

Sep 2025 – Nov 2025
New York, USA (Remote)

SENTARI AI 📄

- **Real-time notifications** via Server-Sent Events + **"Mood Swing"** theming engine
- Fixed crawl errors + indexing, deployed **JSON-LD + Open Graph** site-wide
- Mobile Lighthouse **70s → 95+** via code-splitting, lazy loading, WebP optimization
- Collaborated with **remote** engineering + product teams on technical SEO

SKILLS

SEO TOOLS

GA4 • GTM • GSC • SEMrush • Ahrefs • Screaming Frog • PageSpeed Insights

TECHNICAL SEO

Lighthouse (CWV) • Schema Markup • IndexNow • Bing Webmaster • 100% Indexing

LOCAL SEO

GBP/GMB Optimization • GBP Everywhere • Local Citations • AEO

DEVELOPMENT

Next.js • React • Python • Tailwind CSS • GitHub • Vercel

ON PAGE SEO

Title Optimization • Meta Tags • H1 - H6 Structure • Internal Linking • Content Clusters

PROJECTS

AERO ENTERPRISES | Next.js Industrial SEO 📄

- **325** interactions, **1,000+** GBP views → **260** directions (6 months)
- Pos **5.2**, **2.6%** CTR, **#1** brand ranking (**GSC** verified)
- Next.js 16, **100%** indexing, **95+** Lighthouse → FAQ/Breadcrumb schema
- **Perplexity AI + Google AI Overviews** - verified citations

Raja Buffing Works | Next.js SEO & Growth 📄

- **297** interactions, **568** GBP views → **284** direction clicks (5 months)
- Pos **3.9**, **5.2%** CTR, **Top 3** "Buffing Vasai" (**GSC** verified)
- Next.js 16, **100%** indexing, **95+** Lighthouse → FAQ/Review schema
- **Perplexity AI visibility** - verified results

PYTHON SEO AUTOMATION | GitHub Live Projects 📄

- **Titan SEO Auditor** 📄 - **PageSpeed API + SpaCy NLP** → audited **5+ client sites**
- **AI Visibility Checker** 📄 - **HEEB API** → tracked **ChatGPT/Perplexity brand mentions**

EDUCATION

Bachelor of Science in Information Technology (B.Sc I.T)

University of Mumbai

Jun 2022 – Jun 2025