# Abid Khan
## *SEO Specialist*

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## PROFILE

SEO Specialist experienced in **technical SEO, on-page optimization, keyword research,** and **analytics**. Proven ability to **boost organic rankings, increase website traffic**, and enhance overall search visibility. **Data-driven and detail-oriented**, with expertise in **web structure, Core Web Vitals,** and **performance optimization** to drive measurable growth in search performance and user engagement.

## EXPERIENCE

**SEO & Frontend Intern**                                        Sep 2025 – Present
*SENTARI AI* ⬀                                                        New York, USA
- Built **fast, accessible interfaces** using **React**, **Next.js**, and **Tailwind CSS**, improving **performance**, **Core Web Vitals**, and **organic reach**.
- Conducted **comprehensive SEO audits** to enhance **crawlability**, **indexing**, and overall **site performance** across **AI journaling platforms**.
- Implemented **on-page SEO optimizations** including **title tags**, **meta descriptions**, **alt text**, and **structured data**, boosting **search visibility** and rankings.
- Performed **keyword research**, **market research**, and **competitor feature analysis** to recommend **product and UX improvements** based on emerging trends.
- Executed **organic marketing campaigns** on **LinkedIn** and **X (Twitter)** to improve **brand visibility**, drive **traffic**, and support **SEO driven content distribution**.
- Collaborated with **product** and **marketing teams** to align **SEO strategy** with content goals, achieving a **20% increase in organic traffic**.
- Monitored **website performance** using **Lighthouse** and **PageSpeed Insights**, optimizing **load times**, **accessibility**, and **user experience**.

## SKILLS

**Frontend & Programming**
HTML, CSS, JavaScript, React, Next.js, Tailwind CSS, Bootstrap, Python, C++

**Tools & Platforms**
Vercel, Firebase, Google Search Console, Google Tag Manager, Google Analytics, Google Business Profile, Lighthouse, Bing Webmaster Tools, SEMrush, Ahrefs, Screaming Frog, Keyword Planner

**SEO & Optimization**
Technical SEO, On-Page SEO, Off-Page SEO, Keyword Research & Competitor Analysis, Content Optimization & Readability Improvement, Core Web Vitals Optimization

## PROJECTS

**CaloriCurve - SEO & AI Powered Nutrition Tracker** ⬀                Jan 2025 – Mar 2025
- Developed a **responsive full stack AI powered nutrition tracker** using **Flask** and **Gemini AI** for intelligent meal logging and nutrient tracking.
- Integrated **Firebase authentication** and **local data persistence** for seamless user experience.
- Implemented **on-page SEO** strategies to enhance discoverability and search performance.
- **Tech Used:** HTML, CSS, JavaScript, Flask, Firebase, Gemini AI, SEO, Responsive Web Design, UI/UX, Authentication

**Raja Buffing Works - Local SEO & Performance Optimization** ⬀        Mar 2025 – May 2025
- Designed and optimized a **local manufacturing website** with **performance driven SEO** and **mobile first design**, boosting visibility and engagement.
- Implemented **on-page SEO** (meta tags, structured data, alt text) and **local keyword targeting**.
- Integrated **Google Business Profile** and monitored growth via **Google Search Console**, achieving **521 profile views** and **245 interactions** within 2 Months.
- **Tech Used:** React, Tailwind CSS, Vercel, Google Search Console, Local SEO, Structured Data, Mobile Optimization

**Aero Enterprises - SEO Optimization Project** ⬀                     Jun 2025 – Sep 2025
- Designed and developed a **responsive, SEO-optimized React platform** with product catalogs, structured data, and advanced meta strategies, improving **Google search rankings by 20%**.
- Enhanced **keyword targeting and competitive positioning**, achieving **1,017 profile views**, **150+ local search hits**, and **379 interactions**, driving strong visibility in **India (86%)** and growing **international reach (14% China)**.
- **Tech Used:** React, Tailwind CSS, Responsive Web Design, Google Search Console, GTM, Bing Webmaster

## EDUCATION

**Bachelor of Science in Information Technology (B.Sc I.T)**          Jun 2022 – Jun 2025
*University of Mumbai*