

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

Freelance 

Jun 2025 – Present
Vasai, Mumbai

- 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

SENTARI AI 

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

- 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