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**On-Page SEO:**

* Installing and configuring SEO plugins such as **Yoast SEO**, **Rank Math**, or **All in One SEO** for efficient optimization.
* Crafting SEO-friendly URLs and optimizing permalinks for better search visibility.
* Writing and optimizing meta titles, meta descriptions, and focus keywords for each page or post.
* Optimizing WordPress content with proper **heading tags (H1, H2, H3)** and keyword placements.
* Adding **alt text** and compressing images using tools like **Smush** or **ShortPixel** to improve website performance.
* Ensuring **mobile-friendliness** using responsive themes and plugins.
* Building an internal linking structure to improve site navigation and reduce bounce rates.
* Creating XML sitemaps using plugins and submitting them to **Google Search Console** for better indexing.
* Monitoring duplicate content and implementing canonical tags for pages/posts when needed.
* Improving page load speeds by leveraging caching plugins like **WP Rocket** and **W3 Total Cache**.

**Off-Page SEO for WordPress:**

* Building high-quality backlinks through outreach, guest blogging, and niche-specific directories.
* Optimizing WordPress websites for **local SEO** by integrating Google Maps, NAP (Name, Address, Phone) information, and local keywords.
* Promoting blog posts and pages across social media platforms to drive referral traffic.

**Content Optimization:**

* Using the **Gutenberg editor** and page builders like **Elementor** to create SEO-optimized pages.
* Writing high-quality blog posts with targeted keywords and readability enhancements.
* Implementing categories, tags, and custom taxonomies for better content organization.
* Scheduling and optimizing content updates to keep the site fresh and relevant.

**Tools Proficiency:**

* **WordPress Plugins:** Yoast SEO, Rank Math, All-in-One SEO, WP Rocket, Smush, Redirection.
* **Google Suite:** Google Analytics, Google Search Console, Google PageSpeed Insights.
* **Other Tools:** SEMrush, Ahrefs, Moz, Screaming Frog, GTMetrix, Ubersuggest.

**EDUCATION**

**UNIVERSITY OF EDUCATION** Multan, Pakistan

Bachelors in Computer Science 2023 - 2027