

MAHNOOR CH

Web Developer, Guest posting Expert

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I am a multi-skilled digital professional with a strong focus on Web Development, UI/UX Design, SEO, and Guest Posting. My approach combines technical expertise with creativity and strategic content promotion, enabling me to craft engaging websites and help brands build powerful online visibility. With a deep understanding of user behavior and search engine dynamics, I create performance-driven digital experiences that deliver real results.

**Web Development:** Experienced in developing responsive, scalable, and visually appealing websites using modern web technologies. Adept at both front-end and back-end implementation to ensure seamless functionality.

**Full-Stack Web Development:** Experienced in building scalable, responsive websites using modern front-end and back-end technologies. Strong command of frameworks and performance optimization techniques.

**UI/UX Design:** Passionate about crafting intuitive user interfaces that enhance user satisfaction and usability. I blend clean aesthetics with practical design principles to create delightful user journeys.

**Search Engine Optimization (SEO):** Skilled in on-page and technical SEO to increase organic reach, improve site ranking, and boost overall website performance.

**Guest Posting & Outreach:** Expert in crafting high-quality, niche-relevant content and securing backlinks through strategic guest posting. Proven track record of building domain authority and

enhancing brand credibility across digital platforms.

**Content Strategy:** Ability to align content with business goals and audience needs, ensuring consistency and value across every touchpoint.

**Teamwork & Communication:** Strong collaborative skills with a knack for working across teams, managing projects efficiently, and delivering within deadlines.

**Growth Mindset:** Committed to continuous learning and adapting to the evolving digital landscape to deliver up-to-date and impactful solutions.

## Professional Experience

Okara, Pakistan

December, 13, 2023 – Present

**Web Developer & SEO Specialist:**

Developed responsive and performance-optimized websites for clients across various industries using HTML, CSS, JavaScript, and modern frameworks.

• Designed and implemented user-centric UI/UX layouts, improving user engagement and reducing bounce rates.

• Optimized website content and structure for SEO, resulting in higher organic traffic and improved search engine rankings.

• Integrated third-party tools and CMS platforms (e.g., WordPress) for dynamic content management and scalability.

• Ensured cross-browser compatibility, mobile responsiveness, and accessibility across all projects.

**Guest Posting & Digital Outreach Expert:**

• Created and published high-quality guest posts on niche-relevant websites to build strong backlink profiles.

- ? Collaborated with bloggers, influencers, and website owners to secure placements that enhanced client authority and brand visibility.
- ? Conducted keyword research and crafted SEO-optimized content tailored to audience intent.
- ? Monitored performance metrics to assess the impact of guest posting efforts on traffic and search rankings.
- ? Used tools like Ahrefs, SEMrush, and Google Search Console for backlink analysis and strategy planning.

#### UI/UX Designer (Contract):

- ? Designed intuitive user interfaces and wireframes using tools like Figma and Adobe XD.
- ? Collaborated with developers and clients to ensure the final design matched the vision and goals.
- ? Conducted usability testing and implemented feedback to improve user flows and interface clarity.
- ? Focused on visual storytelling, accessibility, and responsive design for diverse user needs.

#### Education

Govt post graduate college Okara

BSC

BISE Sahiwal

Okara, Pakistan

FA.IT

BISE Sahiwal

Matriculation

#### Additional Skills

