Shalu Singh

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Summary

Web Developer Intern at Soft Market Solution with expertise in creating responsive, SEO-friendly, and high-performance websites. Skilled in HTML, CSS, JavaScript, React, and WordPress, with hands-on experience in on-page SEO, technical audits, and speed optimization for better search rankings and user experience.

Skills

- **Web:** HTML5, CSS3, JavaScript (ES6+), Bootstrap, WordPress, WooCommerce, PHP (Basic), MySQL
- **SEO:** On-Page SEO, Technical SEO, Keyword Research, Website Speed Optimization, Mobile Responsiveness
- **Tools:** Google Analytics 4, Google Search Console, GTM, PageSpeed Optimization
- **Soft Skills:** Communication, Analytical Thinking, Data Analysis

Experience

Web Developer Intern   Oct 2024 – Present
Soft Market Solution

- Developed responsive websites using HTML, CSS, JavaScript, and React for enhanced user experience.
- Created and customized WordPress sites optimized for SEO and mobile devices.
- Reduced page load time from 4.8s to under 2s by optimizing assets and server configurations.
- Integrated custom modules, APIs, payment gateways, and CRM systems to enhance functionality.
- Optimized websites for AI-powered search platforms (ChatGPT, Google Gemini, Perplexity).
- Customized WordPress themes plugins, implemented WooCommerce solutions, and optimized site performance to achieve 90+ Google PageSpeed score.
- Developed and integrated custom modules, APIs, payment gateways, and CRM systems to enhance functionality and automate workflows.
- Implemented On-Page SEO strategies — meta tags, schema markup, XML sitemaps, internal linking improving keyword rankings and driving organic traffic. Optimized websites for AI-powered search platforms (ChatGPT, Google Gemini, Perplexity) to boost visibility on LLM-based tools.
- Reduced page load time from 4.8s to under 2s by optimizing assets, minifying code, and improving server configurations.
- Conducted technical troubleshooting: fixed hosting/domain issues (GoDaddy, Hostinger), resolved indexing errors, and maintained website uptime.
- Collaborated with cross-functional teams (Design, SEO, Content, Marketing) to deliver high-quality,conversion-focused websites.
- Utilized Google Analytics 4 (GA4), Google Search Console, GTM, and SEO tools to track KPIs, generate reports, and provide data-driven improvement plans.
- Key Skills: HTML5, CSS3, JavaScript (ES6+), Bootstrap, WordPress, WooCommerce, PHP (Basic),MySQL, API Integration, SEO Optimization, Google Analytics 4, Search Console, GTM, PageSpeed Optimization, Cross-Browser Testing, Responsive Web Design.

Education

- **B.Tech in Computer Science**, Lovely Professional University

- Class 12th, Thakur Om Prakash Singh College UMV

Projects

- **Portfolio Website:** Built a personal portfolio using React and optimized for SEO.

- **E-commerce WordPress Site:** Customized WooCommerce store with SEO and speed optimization.