

# Kamal Khanal

## Web Developer | SEO Specialist | React & WordPress Expert

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Portfolio: [kamalkhanal.com](https://kamalkhanal.com) | LinkedIn: [linkedin.com/in/khanalkamal](https://linkedin.com/in/khanalkamal)

### Professional Summary

Experienced and versatile Web Developer & SEO Specialist with 5+ years of hands-on experience building high-performance websites for Australian businesses. Skilled in WordPress, React, SEO, and Google Ads. Strong background in client communication, web hosting, and digital marketing. Currently transitioning to modern stacks (React/Next.js) and building SaaS tools like [kamal.cc](https://kamal.cc), a live AI-powered blog post generator. Reliable, independent, and ready to deliver results.

### Core Skills

**Web Development:** WordPress, Elementor, React.js, HTML/CSS, JavaScript

**SEO & Analytics:** On-page SEO, Keyword Research, RankMath, Yoast, Google Analytics

**Digital Marketing:** Google Ads, Social Media Marketing, Email Campaigns

**Hosting & Admin:** Cloud Hosting (cPanel, AWS), Backups, Maintenance, DNS Setup

**Tools:** VS Code, Git, Canva, Notion, ChatGPT, Screaming Frog

**SaaS Dev:** React.js (Next.js in progress), SEO Blog Generator ([kamal.cc](https://kamal.cc))

### Professional Experience

#### **Freelance Web Developer / SEO Consultant**

SiteGuru (Remote) | Jan 2023 - Present

- Built and managed 20+ websites using WordPress, Elementor, and WooCommerce
- Created and maintained Google PPC campaigns for local businesses
- Improved organic search rankings through on-page SEO, content optimization, and schema
- Projects: [cheapestiles.com.au](https://cheapestiles.com.au), [bellaskinclinic.com.au](https://bellaskinclinic.com.au), [kamal.cc](https://kamal.cc)

#### **Web Developer / SEO Specialist**

Show Tile - Sydney | Jun 2023 - Mar 2024

- Rebuilt and optimized the company's e-commerce website using WordPress & WooCommerce

- Managed Google Ads campaigns, tracked conversions, and reduced CPC
- Improved local SEO, implemented structured data, and boosted Google rankings
- Collaborated with internal teams to enhance UX, mobile responsiveness, and speed

### **Web Developer / SEO Specialist**

All in IT Solutions / Skaff Legal - Sydney | 2015 - 2018

- Managed business websites, landing pages, and e-commerce stores
- Led redesigns, WordPress migrations, site speed improvements, and SEO audits
- Ran Google Ads and performed lead generation for small businesses

### **Founder & Web Consultant**

WebQuick - webquick.com.au | Sydney, Australia | 2012 - Present

- Built and maintained client websites, handling end-to-end project delivery
- Conducted full SEO audits, keyword targeting, and improved Google rankings
- Managed web hosting setups, email configurations, and PPC campaigns
- Provided digital growth strategies using WordPress, Elementor, and custom code

## **Education**

Masters in Information Technology - Melbourne Institute of Technology (2008-2010)

Bachelor in Computer Engineering - Nepal Engineering College (2000-2004)

## **Certifications**

[SEO Foundations](#)

[Digital Marketing Foundations](#)

[WordPress SEO](#)

[Learning Google Tag Manager](#)

[Google Analytics 4 \(GA4\) Essential Training](#)

## **Projects / Featured Work**

[kamal.cc](#) - SaaS SEO blog generator (React.js, hosted live)

[siteguru.com.au](#) - Migrated from WordPress -> React -> NextJS

[webquick.com.au](#) - Founded web development platform (WordPress, WHMCS)

[quickcleaners.com.au](#) - Cleaning business built in WordPress

[sydneystructuralsteel.com.au](#) - Website migrated from Joomla to WordPress

[cheapestiles.com.au](http://cheapestiles.com.au) - Rebuilt Woocommerce site & optimized product pages

[bellaskinclinic.com.au](http://bellaskinclinic.com.au) - Beauty clinic site built in WordPress

[gettilesonline.com.au](http://gettilesonline.com.au) - SEO & performance optimized

[andesms.com.au](http://andesms.com.au) - Restored and updated hacked site & approved by Google

[showtile.com.au](http://showtile.com.au) - SEO optimization for category pages

[mintfencing.com.au](http://mintfencing.com.au) - Service pages SEO & ranked in Google top 3 for major keywords

[skafflegal.com](http://skafflegal.com) - Migrated WordPress site to React and increased the speed by 50%