<Kamal Khanal>   Web Developer | SEO Specialist

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Professional Summary

Results-driven web developer and SEO strategist with 5+ years of experience creating fast, optimized, and scalable websites. Skilled in React, WordPress, technical SEO, and digital growth strategy with a focus on aligning business needs and user experience.

Professional Experience

Founder / Web Developer & Digital Strategist
WebQuick – webquick.com.au
Sydney | 2024 – Present

- Launched 10+ client digital strategy with modern design and strong SEO implementation
- Built complete business infrastructure, including cloud hosting, email setup, and automated onboarding

Web Developer / SEO Specialist
Show Tile – showtile.com.au
Sydney | June 2023 – March 2024

- Rebuilt and optimized e-commerce site using WordPress and WooCommerce
- Managed Google Ads campaigns, improved CTR, and reduced cost-per-click through A/B testing
- Implemented local SEO tactics and structured data, improving visibility and search rankings

Freelance Web Developer / SEO Consultant
SiteGuru (Remote) | 2019 – 2023

- Built and maintained 20+ WordPress sites using Elementor and WooCommerce
- Set up and optimized Google Ads campaigns for small businesses across Australia
- Improved search engine performance through on-page SEO, content strategy and keyword targeting

Web Developer
All in IT Solutions – allinit.com.au
Sydney | 2015 – 2018

- Managed and maintained business websites, e-commerce stores, and landing pages
- Led WordPress migrations, redesigned outdated sites, and improved page speed and responsiveness
- Performed technical SEO audits and implemented Google Ads campaigns to support lead generation

Technical Skills

- **Web Development:** WordPress, WooCommerce, Elementor, Shopify, React.js, Next.js (in progress), HTML5/CSS3, JavaScript (ES6+)
- **SEO & Analytics:** On-page & Technical SEO, Keyword Research, RankMath, Yoast, Google Search Console, GA4, Screaming Frog, PageSpeed Insights
- **Marketing & Tracking:** Google Ads, Social Media Campaigns, Mailchimp, Google Tag Manager, Schema, Conversion Tracking
- **Tools & Platforms:** ChatGPT API, Canva, Notion, Lighthouse, Figma (basic), Git, VS Code, CLI
- **Hosting & Deployment:** cPanel, Cloud Hosting (AWS, Namecheap), Backups, Uptime Monitoring, GitHub, DevOps (basic)

Certifications

- **SEO Foundations** – LinkedIn Learning
- **Digital Marketing Foundations** – LinkedIn Learning
- **WordPress SEO** – LinkedIn Learning
- **Learning Google Tag Manager** – LinkedIn Learning
- **Google Analytics 4 (GA4) Essential Training** – LinkedIn Learning
- **Learn React** - Scrimba
- **Learn Next.js** - Scrimba (Ongoing…)

Education

Master of Information Technology
Melbourne Institute of Technology – Melbourne, Australia | 2008 – 2010