

# <Kamal Khanal>

## Web Developer | SEO Specialist

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

### **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](https://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](https://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](http://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- Led WordPress migrations, redesigned outdated sites, and improved page speed and responsiveness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 HTML5/CSS3, JavaScript (ES6+)
- **SEO & Analytics:** On-page & Technical SEO, Keyword Research, RankMath/Yoast, Google Search Console, GA4, Screaming Frog
- **Marketing & Tracking:** Google Ads, Social Media Campaigns, Mailchimp, Google Tag Manager, Schema, Conversion Tracking
- **Tools & Platforms:** Canva, Notion, Figma (basic), Git, VS Code
- **Hosting & Deployment:** cPanel, AWS, Vercel/Netlify, Backups

## **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*