Kamal Khanal

Web Developer | SEO Specialist

Sydney, Australia | 0415 837 036 | hello@kamalkhanal.com
Portfolio: kamalkhanal.com | LinkedIn: linkedin.com/in/khanalkamal

Professional Summary

Results-driven digital professional with 5+ years of experience building and optimizing websites that drive organic traffic and business growth. Skilled in full-stack web development (React, WordPress, Next.js), technical SEO, and digital strategy for small businesses and startups.

Strong understanding of on-page SEO, site performance, content strategy, and UX — with a proven ability to bridge technical implementation and business goals. Seeking opportunities to bring a blend of development, SEO, and strategic thinking to a growth-focused team.

Technical Skills

- **Web Development:** WordPress, WooCommerce, Elementor, Shopify, React.js, Next.js (in progress), MERN (in progress), HTML5, CSS3, JavaScript (ES6+), TypeScript, Tailwind CSS, REST APIs

- **SEO & Optimization:** On-page SEO, Technical SEO, Keyword Research, RankMath, Yoast SEO, Google Search Console, Screaming Frog, PageSpeed Optimization, SEMRush

- **Analytics & Tracking:** Google Analytics (GA4), Google Tag Manager, Schema Markup, Conversion Tracking

- **Digital Marketing:** Google Ads (Search & Display), META Ads, Social Media Campaigns, Email Marketing (Mailchimp, SMTP tools)

- **SaaS & Tools:** Custom SaaS (SEO Blog Generator @ kamal.cc), ChatGPT API, Canva, Notion

- **Hosting & DevOps:** cPanel, Cloud Hosting (AWS, Namecheap), Backups,

Uptime Monitoring, Basic DevOps (CLI, Git)

- **Development Tools:** VS Code, Git & GitHub, Figma (basic), Terminal, Lighthouse

Professional Experience

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

- Launched 10+ client websites with modern UX design and strong SEO implementation

- Built complete business infrastructure, including cloud hosting, email setup, and automated onboarding

- Provided digital strategy consulting on SEO, content, and performance optimization

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

- Worked with designers and content teams to enhance UX, mobile performance, and site speed

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, schema markup, 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

Education

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

Bachelor of Computer Engineering
Nepal Engineering College – Kathmandu, Nepal | 2000 – 2004

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

Projects / Featured Work

kamal.cc
SEO blog generator built as a SaaS app using React.js; deployed on Vercel

- Developed a custom tool that generates SEO-optimized blog content for websites

- Integrated dynamic form-based UX and streamlined publishing flow

webquick.com.au
Founder of a web development and SEO service platform (WordPress, WHMCS)

- Built and scaled a service-based platform delivering WordPress websites with built-in SEO

- Managed hosting, billing, and automation using WHMCS

quickcleaners.com.au
Cleaning service business website built in WordPress

- Designed and launched a fast, conversion-focused WordPress site with SEO best practices

sydneystructuralsteel.com.au

Migrated full site from Joomla to WordPress

- Preserved SEO value and improved content structure, site speed, and mobile UX

cheapestiles.com.au
Rebuilt WooCommerce store and optimized product pages

- Improved navigation, structured product data, and conversion flow across categories

bellaskinclinic.com.au
Beauty clinic website developed using WordPress

- Designed a clean, responsive UI optimized for mobile and local SEO

gettilesonline.com.au
SEO and performance optimization for existing e-commerce site

- Reduced load times and enhanced keyword visibility on category and product pages

andesms.com.au
Restored and secured a hacked website

- Cleaned malware, updated CMS/plugins, and got the site re-approved by Google Search Console

showtile.com.au
SEO optimization for category and product pages

- Improved keyword targeting, metadata, and internal linking for better search performance

mintfencing.com.au
Service page SEO; ranked in top 3 Google results for core keywords

- Implemented localized content, structured data, and speed enhancements

skafflegal.com
Migrated WordPress site to React and improved performance by 50%

- Rebuilt frontend in React for speed and maintainability, enhancing Core Web Vitals and user experience