<Kamal Khanal> **Web Developer** | **SEO Specialist**

M: 0415 837 036 | Portfolio: [kamalkhanal.com](http://kamalkhanal.com/) | LinkedIn: [linkedin.com/in/khanalkamal](http://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*](http://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* Led WordPress migrations, redesigned outdated sites, and improved page speed and responsiveness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 (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