

DANIYAL WAHEED

SEO & Web Frontend Developer

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Profile

I am a skilled SEO web frontend developer with expertise in React and WordPress. I specialize in building both static and dynamic websites with React and have extensive experience in SEO optimization.

Currently pursuing a BS in Computer Science at Virtual University of Pakistan (2nd semester), I have been gaining hands-on experience through an ongoing internship at DynamicLeo since October 2024, specializing in SEO and frontend development.

My skill set includes HTML, CSS, JavaScript, Tailwind CSS, and advanced optimization strategies to enhance website performance and search rankings. With a strong focus on user-friendly design and technical SEO, I am committed to delivering high-quality web solutions that drive measurable results and improve client conversion rates.

Experience

DynamicLeo

Oct 2024 - Present

SEO and Frontend Developer Intern

- Developing static, dynamic, React, and WordPress websites for diverse client portfolios, focusing on responsive design and accessibility standards
- Leading SEO projects at DynamicLeo, including optimization for static, dynamic, React, WordPress, and Shopify websites
- Implementing comprehensive SEO strategies that improve client site rankings by optimizing meta tags, content structure, and site architecture
- Developing responsive and user-friendly interfaces using React, HTML, CSS, and JavaScript that enhance user engagement metrics
- Conducting regular site audits and implementing improvements based on performance data and analytics
- Collaborating with the marketing team to ensure all web content meets SEO requirements and business objectives
- Optimizing site speed and Core Web Vitals metrics to improve overall search engine rankings
- Performing keyword research and competitive analysis to develop data-driven SEO strategies

Education

Al Assar School

2021 - 2022

Matric

Govt Degree College

2023 - 2024

FSc

Virtual University of Pakistan

2024 - 2028

BS in Computer Science

Technical Skills

Frontend Development

HTML5, CSS3, JavaScript (ES6+), React.js, Tailwind CSS, Responsive Design, Cross-browser compatibility

CMS Platforms

WordPress (Theme customization, Plugin development, Page builders), Content management, Custom templates

SEO Expertise

Technical SEO, On-page optimization, Off-page optimization, Keyword research, Content optimization, Analytics & reporting, Local SEO, Schema markup, Link building strategies

Performance Optimization

Website speed enhancement, Core Web Vitals optimization, Image optimization, Code minification, Caching strategies, Server response time improvement

Tools & Technologies

Git, VSCode, Google Search Console, Google Analytics, Canva, Figma, Ubersuggest, Google Trends, SEMrush, Ahrefs, Lighthouse, PageSpeed Insights

Projects

SEO Optimization Projects

- Implemented comprehensive SEO strategies for static, dynamic, React, WordPress, and Shopify websites
- Improved client site rankings by optimizing meta tags, content structure, and site architecture
- Conducted keyword research and competitor analysis to improve organic search performance

React Website Development

- Built responsive and user-friendly interfaces using React, HTML, CSS, and JavaScript
- Implemented performance optimizations for faster page load speeds
- Integrated APIs for dynamic content display and created reusable component libraries

WordPress Website Development

- Created and customized WordPress sites with optimal SEO structure
- Implemented proper site architecture and navigation for improved user experience
- Customized themes and plugins to meet specific client requirements

E-commerce Optimization

- Improved conversion rates through UX enhancements and SEO optimization
- Implemented product schema markup for better visibility in search results
- Optimized product pages for better search engine rankings and user experience

Content Marketing Initiatives

- Developed content strategies aligned with SEO objectives for multiple client websites
 - Created SEO-optimized content that improved organic traffic and engagement metrics
 - Measured content performance and optimized based on data-driven insights
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Languages

English (Professional), Urdu (Native)

Portfolio

Visit my portfolio for samples of my work: <https://daniyalwaheed1.github.io/Daniyal/>

My portfolio showcases a variety of projects demonstrating my expertise in SEO optimization, React development, and WordPress customization.