MUHAMMAD YOUNUS

Senior WordPress Developer | Technical SEO | Page Speed Optimization

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PROFESSIONAL SUMMARY

Senior WordPress Developer and Technical SEO Specialist building WordPress websites since 2017 for clients in the US, UK, Canada and Australia. Top Rated Plus on Upwork with a 100% Job Success Score. Currently scaling and growing existing client websites through technical SEO, performance and conversion work, and leading and training a team of WordPress developers. Strong in theme and plugin development, troubleshooting, debugging and clear client communication.

KEY ACHIEVEMENTS

- 500+ completed projects and 270+ client reviews on Upwork with a 100% Job Success Score (Top Rated Plus).
- Recovered a jewelry store from 49 to 362 Google clicks per day in three days with a full 301 redirect map.
- Built 100+ WordPress websites for agency clients and local service sites scoring 100 on Google PageSpeed.
- Lead and train 3 WordPress developers for an agency on ACF, Pods, CPTs, SEO plugins, tracking and AI workflows.

TECHNICAL SKILLS

- **WordPress Development:** Theme development, plugin development, custom themes, custom plugins, Advanced Custom Fields (ACF), hooks, actions and filters, mu-plugins, Gutenberg block development (React), WordPress REST API, Custom Post Types, taxonomies, user roles, WordPress Multisite, WP-CLI
- **Page Builders & Dynamic Content:** Elementor, Divi, Bricks, Astra, ACF, JetEngine, Crocoblock, Pods
- **eCommerce & Plugins:** WooCommerce (checkout, payment gateways, 5,000+ product stores), WPML, Polylang, Gravity Forms, Contact Form 7
- **Front End & Back End:** HTML5, CSS3, SASS, Tailwind CSS, Bootstrap, JavaScript, jQuery, AJAX, PHP, MySQL, responsive web design, Figma and PSD to WordPress
- **Modern Stack:** Astro, Next.js, Supabase, Git, GitHub, Composer, npm
- **Page Speed Optimization:** Core Web Vitals (LCP, INP, CLS), WP Rocket, Lighthouse, PageSpeed Insights, GTmetrix, caching, CDN, image and script optimization
- **Technical SEO:** Site audits, crawling and indexing, schema markup (JSON-LD), canonicals, XML sitemaps, 301 redirects, internal linking, keyword research, semantic SEO, topical maps, Local SEO, Google Business Profile
- **Migrations:** Shopify, Wix, Squarespace, Lovable, Bolt and v0 to WordPress; WordPress to Astro; ranking-safe redesigns
- **Security & Accessibility:** Malware removal, hacked site recovery, security hardening, SSL, SMTP, SPF/DKIM/DMARC, WCAG accessibility fixes, staging and backups
- **Hosting:** Cloudflare, cPanel, Kinsta, WP Engine, Cloudways, DigitalOcean, SiteGround, Hostinger
- **Analytics & Tracking:** Google Analytics 4 (GA4), Google Search Console, Google Tag Manager, Google Ads conversion tracking, HubSpot, Ahrefs, Semrush, Rank Math, Yoast SEO
- **Workflow:** Troubleshooting, debugging, cross-browser testing, QA, documentation, conversion rate optimization, client communication, Agile, Jira, Trello, Slack
- **AI & Automation:** Claude, Claude Code, ChatGPT, AI-assisted audits and code review, n8n, GoHighLevel, Zapier

KEY PROJECTS (2026)

Career Services Firm, Michigan, US

Website audit, growth plan and implementation | WordPress, Rank Math, Elementor, Cloudflare

- Audited 126 live pages and delivered a 37-task, 6-phase growth plan; implemented all 21 work-order tasks across ~250 pages in 7 days.
- Results measured on the live site: orphan pages 37 to 0, click depth 13 to 3, multiple-H1 pages 18 to 0, insecure-asset pages 58 to 0, and a clean 124-URL sitemap with no redirects.
- Rewrote titles and metas for 73 pages and automated the work with Claude Code and a WordPress MCP connector, with rollback records and a 147-row change ledger.

Gemstone eCommerce Store, Pakistan

Traffic recovery after a URL migration | WooCommerce, .htaccess, Google Ads

- Diagnosed a traffic collapse caused by 364 duplicate product URLs and 61 duplicate category pages, and fixed it with a full .htaccess redirect map.
- Wrote meta data and 600-word descriptions for 33 categories and built the Google Ads campaign structure from historical search-term data.

Vacation Rental & Property Management Company, Jamaica
Site rebuild and 6-month SEO growth program | WordPress, WooCommerce, Hostaway

- Diagnosed a CTR problem (0.78% CTR on 51,981 impressions) and rebuilt priority pages to win clicks.
- Rebuilt the site from a basic landing page, synced the Hostaway booking engine, and built a WooCommerce property directory serving two business lines.

Diamond Jewelry Retailer, Vancouver, Canada
Technical SEO and organic growth | Rank Math Pro, Search Console

- Migrated to Rank Math Pro, set up 17 redirects, schema and meta, and built an 8-week content plan from Search Console striking-distance data.

Fireplace Services Company, Washington, US
Website, local SEO and monthly growth retainer | WordPress, Elementor, Google Ads, LSA

- Built a 20-page site with service and city pages, set up Google Ads, LSA and citations, now on a monthly growth retainer.

TEAM LEADERSHIP & TRAINING

WordPress Team Lead & Trainer
WordPress agency (Remote) | 2026 to Present

- Manage 3 intermediate WordPress developers and train them on each client site's technical setup: ACF, Pods, custom post types, Rank Math and Yoast SEO.
- Teach GA4, Google Search Console and Google Ads conversion tracking setup, plus AI-assisted workflows that speed up audits, QA and code review.

PROFESSIONAL EXPERIENCE

Senior WordPress Developer & Technical SEO Lead
West Coast Integrated, Canada (Remote) | January 2024 to Present

- Manage and improve a portfolio of WordPress websites for Canadian service, eCommerce and content businesses.
- Build, redesign and customize websites with Elementor and WooCommerce, converting approved designs into clean, manageable WordPress sites.
- Implement technical SEO, semantic SEO, schema markup and internal linking, and develop REST API workflows, custom plugin features and integrations.
- Improve page speed and Core Web Vitals by fixing bottlenecks in images, scripts, plugins, caching and front-end assets.

Founder & Senior WordPress Developer
Renozer (formerly Upcoming Brand) and Upwork Top Rated Plus | January 2019 to Present

- Migrate sites from Shopify, Wix, Squarespace and AI builders (Lovable, Bolt, v0) to WordPress, and from WordPress to Astro, with 301 redirects that protect rankings.
- Run client projects end to end, including malware removal, WCAG accessibility fixes, hosting and caching setup, third-party API integrations, payment gateways and n8n/Zapier automations.

WordPress Developer
Bataes.io | January 2022 to December 2024

- Managed client WordPress websites and built custom themes and plugins for European clients.

WordPress Developer & Team Lead
Web Works Marketing | January 2019 to December 2023

- Led three teams at once: WordPress developers, SEO specialists and content writers.
- Developed 100+ WordPress websites for agency clients and delivered three-week projects in one week.
- Built WooCommerce stores with 2,000 to 5,000+ products and achieved 90+ PageSpeed scores across projects.

WordPress & WooCommerce Developer
Edlinks Educational Services (Remote, US) | August 2019 to July 2020

- Handled WordPress maintenance, on-page SEO, speed and WooCommerce payment support.

WordPress Developer
Website Digital Marketing LTD (Remote, Australia) | February 2018 to June 2019

- Converted design mockups into custom WordPress themes, built custom post types and taxonomies, used the REST API for dynamic content, and supported migrations and code reviews.

Junior WordPress Developer
Rakistan.pk, Karachi | February 2017 to January 2018

- Built responsive WordPress websites from PSD designs using HTML, CSS, JavaScript and Elementor, and fixed plugin conflicts and code errors.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Computer Science (BSCS) | University of Karachi

Master of Computer Applications (MCA) | Aptech Computer Education, 2015 to 2018

Certification: ACCP Pro (Aptech Certified Computer Professional), Aptech Computer Education

Languages: English (Fluent), Urdu (Native)

PORTFOLIO & LIVE WORK

Portfolio: muhammadyounus.com | Agency: renozer.com | Upwork: upwork.com/freelancers/~01e794e1660cad4a68 | More examples on request