

Muhammad Irfan

SENIOR SEO ENGINEER · WORDPRESS DEVELOPER ·
AI WORKFLOW ENGINEER



Building high-performance web architectures and data-driven organic search strategies. 4+ years bridging technical development with search excellence.

Available for projects

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Portfolio

WhatsApp

irfanmanzoorkhan4@gmail.com

+92 346 798 6798

irfan.im

linkedin.com/in/irfan-im

Taunsa Sharif, Pakistan

Open to work



SUMMARY

SEO-focused webmaster who treats search optimization as an engineering discipline. I ensure perfect indexation, structured data schemas, lightning-fast Core Web Vitals, and custom plugin architecture — while simultaneously applying modern AI-assisted workflows and data analytics to maximize organic growth.

SKILLS



TOOLS

- Google Search Console
- Google Analytics
- Bing Webmaster
- Ahrefs
- SEMrush
- Screaming Frog
- Rank Math
- Yoast SEO
- Cloudflare
- Git & GitHub

LANGUAGES



EDUCATION

FSc — Intermediate of Science
Taunsa Sharif, Punjab

CERTIFICATIONS

Search Engine Marketing Certification
SBMM (sbmm.com.pk)

YouTube Automation — Physical Batch 01
Mentored by Waqas Aili (Founder, Creator Club)

EXPERIENCE

Senior SEO Engineer

Digital Agency & Freelance Consulting

2022 – Present

12M+ Organic Clicks — Led end-to-end technical SEO for enterprise clients. Restructured site architectures for millions of indexed pages through deep schema implementations, Core Web Vitals optimization, and automated crawl auditing pipelines.

GSC GA4 Ahrefs Schema.org WordPress Cloudflare

WordPress Developer

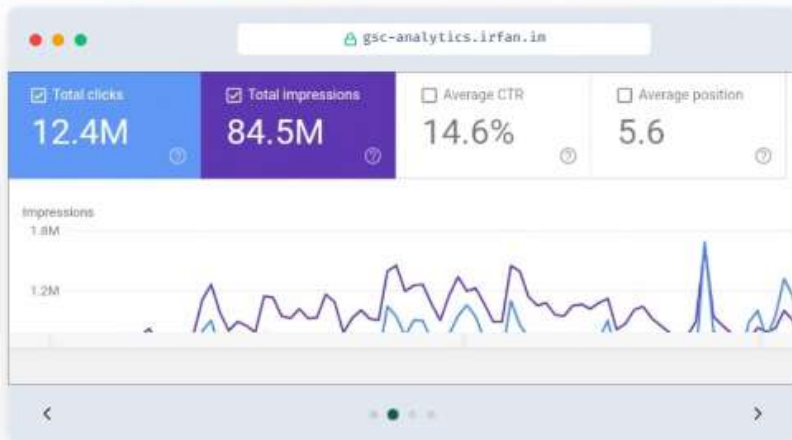
Freelance & Contract Projects

2020 – 2022

99/100 PageSpeed — Built bespoke plugin suites replacing heavy third-party solutions. Developed custom WordPress themes and automated client workflows achieving consistent perfect performance scores through custom PHP optimization and CDN configuration.

PHP WordPress Rank Math Yoast JavaScript MySQL

PROOF OF WORK / SEO RESULTS



KEY RESULTS



SEO & DEV FOCUS AREAS

- Crawl & Index Budgeting**
Optimizing robots.txt, sitemaps, and server headers to ensure search engines crawl key money pages efficiently.
- Performance Optimization**
Improving LCP, FID, and CLS scores via caching engines, custom lightweight themes, and asset minification.
- Semantic Web & Entities**
Implementing nested Schema JSON-LD graphs to secure rich snippets, FAQ schema, and Knowledge Graph placements.
- AI Automation Pipelines**
Developing automated keyword research, AI-assisted content auditing, and search ranking scrapers.