

MARYAM RANI

SEO & Digital Marketing Specialist | WordPress Website Developer

+92 348 6088853 | maryamrani0025@gmail.com | Pakistan | Available for Remote Projects

PROFESSIONAL SUMMARY

Results-focused website developer and digital marketing specialist with hands-on experience building responsive WordPress websites, improving search visibility, optimizing Google Business Profiles, and creating customer-focused content for small and local service businesses. Skilled across the complete SEO workflow, including keyword research, on-page SEO, technical SEO, off-page SEO, local SEO, content optimization, site performance, and reporting. Combines a BS in Information Technology with practical web-development knowledge to create online systems that help businesses become easier to find, more credible, and better positioned to generate leads.

CORE COMPETENCIES

✓ Complete SEO Strategy	✓ WordPress Development
✓ Local SEO & Google Business Profile	✓ Keyword Research & Competitor Analysis
✓ On-Page & Technical SEO	✓ Off-Page SEO & Link Building
✓ SEO Content Writing	✓ Website Speed & User Experience
✓ Social Media Management	✓ Lead-Focused Digital Marketing

PROFESSIONAL EXPERIENCE

Freelance Website Developer, SEO & Digital Marketing Specialist |

Independent / Remote

Ongoing

- Design and develop responsive, mobile-friendly WordPress websites for local service businesses, with clear navigation, strong calls to action, fast loading, and conversion-focused page structures.
- Plan and implement complete SEO campaigns covering keyword research, search-intent mapping, on-page optimization, technical audits, content improvements, internal linking, off-page SEO, and performance monitoring.
- Optimize and manage Google Business Profiles by improving business information, categories, services, descriptions, photos, posts, and overall profile completeness to strengthen local visibility and customer engagement.
- Write SEO-friendly service pages, location pages, blog content, metadata, headings, and calls to action based on the terms potential customers use when searching online.
- Support social media account setup and management for Facebook and Instagram, including content planning, posting, audience engagement, and marketing campaign coordination.
- Work directly with business owners to understand goals, identify visibility gaps, create practical growth plans, launch improvements, and refine strategies based on results.

SELECTED WEBSITE & SEO PROJECTS

- Bathroom Remodeling Cary:** Designed a clean, responsive website that presents renovation services clearly and helps users move easily from service information to inquiry actions.
- Imperial Remodel:** Created a modern website experience for a home-renovation company with intuitive navigation, professional branding, and responsive layouts across devices.
- Roof Repair Pasadena CA:** Developed a professional, mobile-friendly roofing website that organizes service information for local search users and supports lead generation.
- Indy Gutter Cleaning:** Designed a simple, user-friendly service website with clear navigation, prominent contact information, and accessible content for customers on desktop and mobile.

SEO & LOCAL VISIBILITY WORK

- Google Business Profile Optimization:** Updated profile information, selected relevant categories, added services and photos, improved descriptions, published updates, and strengthened overall profile quality for local businesses.
- Local Search Performance Support:** Managed ongoing Google Business Profile activity and optimization to support stronger searches, profile views, website visits, customer actions, and local engagement.
- Comprehensive SEO Campaigns:** Applied keyword research, on-page SEO, technical SEO, content optimization, internal linking, site-performance improvements, and quality off-page strategies to grow organic visibility and attract qualified traffic.
- SEO Growth & User Engagement:** Improved website structure, content relevance, keyword targeting, technical health, backlink strategy, and user experience to support better rankings, traffic, and engagement.

TECHNICAL & DIGITAL SKILLS

Web Development	WordPress, HTML5, CSS3, JavaScript, PHP, responsive design, website structure, performance basics
Programming	Python fundamentals, JavaScript fundamentals, PHP fundamentals
SEO	Keyword research, competitor analysis, on-page SEO, off-page SEO, technical SEO, local SEO, SEO audits, internal linking, content optimization, metadata, schema fundamentals, backlink strategy
Local Marketing	Google Business Profile optimization and management, categories, services, posts, photos, reviews strategy, local visibility
Content & Social	SEO content writing, service pages, location pages, blog planning, Facebook and Instagram management, digital campaign support
Productivity Tools	Microsoft Word, Microsoft Excel, Microsoft PowerPoint

EDUCATION

Bachelor of Science in Information Technology (BS IT) | *University of the Punjab*2026

Relevant foundation: web technologies, programming, databases, information systems, software concepts, and digital problem-solving.

PROFESSIONAL STRENGTHS

- Clear client communication and requirement understanding
 - Time management and responsibility
 - Adaptability and continuous learning
- Analytical thinking and practical problem-solving
 - Attention to detail and quality-focused work
 - Independent work and remote collaboration

INDUSTRIES SERVED

Home improvement and local services: roofing, plumbing, HVAC, electrical services, bathroom and kitchen remodeling, general contracting, landscaping, garage-door repair, solar installation, cleaning services, and moving services.

CAREER FOCUS

Seeking opportunities and client projects where I can combine WordPress development, complete SEO, local search optimization, content, and digital marketing to improve online visibility and generate measurable business growth.