

Afrose Abuthahir

SEO Specialist

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PROFESSIONAL SUMMARY

Data-driven SEO professional with hands-on experience in on-page, off-page, and technical optimization for WordPress and WooCommerce platforms. Proficient in keyword research, site speed optimization, and SEO performance tracking using Google Search Console, GA4, and Semrush. Hands-on experience improving site loading speeds by 25% and tracking ranking performance for target keywords.

PROJECTS & EXPERIENCES

SEO & Digital Marketing Project

Jul 2026 - Aug 2026

Personal Portfolio Website

- Engineered a responsive, multi-page professional portfolio site using **WordPress** to showcase digital marketing capabilities.
- Optimized meta tags, content structure, and landing pages for **SEO** to rank for geo-targeted keywords like **Digital Marketing Strategist in Palakkad**.
- Conducted **targeted keyword research** using Semrush to drive content optimization strategies.
- Set up **Google Analytics 4**, **Search Console**, and **Semrush** tracking to monitor site traffic and **SEO performance metrics**.
- Integrated custom contact forms and strategic calls-to-action (CTA) to capture and qualify inbound inquiries.
- Implemented speed optimizations that improved mobile loading speed by **25%** resulting in a **99/100 PageSpeed Insights score** and clean URL structures to ensure seamless cross-device performance and fast indexing.

Technologies / Skills Used : WordPress, Google Analytics 4, Google Search Console, Semrush, SEO, Keyword Research, Content Optimization, On-page SEO, Off-page SEO

SEO Project

Dec 2025 - May 2026

Fashion Fits — WordPress Fashion Blog

- Configured **Google Search Console** to monitor live store indexing, traffic health, and **website performance analysis** metrics.
- Got the site indexed and ranking on Google to generate **100+** organic impressions within **3 months** of launch.
- Achieved a **10.4 average position** by optimizing product descriptions and on-page metadata.
- Tracked search behavior to hit a **3.9% CTR** and used the data to refine organic product titles.
- Used **Search Console Insights** to analyze traffic and identified the homepage as the top brand driver.

Technologies / Skills Used : Google Search Console, WordPress, Market Research, Website Performance Analysis

SKILLS

SEO :	Keyword Research & Analysis, On-Page SEO, Technical SEO, Off-Page SEO, Content Optimization, Competitor Analysis, SEO Performance Tracking, Google Business Profile Optimization
Web & CMS :	WordPress, WooCommerce, Website Optimization
Digital Marketing :	Google Ads, Meta Ads, Social Media Marketing, Email Marketing

TOOLS & PLATFORMS

Google Search Console, Google Analytics 4, Semrush, Google Keyword Planner, Google Business Profile, Meta Business Suite, Google Ads, WordPress, WooCommerce, Canva, Capcut

EDUCATIONS

Bharathidasan University Tiruchirappalli, Tamil Nadu	
B.Com	
Currently pursuing 2026 – Present	
Edure Learning Trivandrum, Kerala	2025 - 2026
Diploma in Digital Marketing	
Certificate ID: 023/2025-26/3042	
Muslim Higher Secondary School Palakkad, Kerala, India	2023 - 2025
Higher Secondary Education (Plus Two)	