Muhammad Bilal

Local SEO Expert, WordPress Developer and Content Writer

Sahiwal, Punjab, Pakistan | contact@muhammadbilalbhatti.com | mbilalbhatti931@gmail.com | +92 308 642 4706 | muhammadbilalbhatti.com

Profile

SEO specialist and WordPress developer with more than four years of experience. I help businesses grow online by improving their search rankings and building fast, user-friendly websites. I work with clients through Fiverr, Upwork and directly, mostly local service businesses in the UK, USA, Canada and Pakistan.

Experience

SEO Specialist 2022 to present, freelance and client projects

- Keyword research and SEO strategy to improve Google rankings
- Technical audits covering page speed, crawlability and indexing
- On-page work: meta tags, headings, internal linking and content structure
- Competitor research and backlink building with Ahrefs, SEMrush and Moz
- Performance tracking and client reporting with Google Analytics and Search Console
- Improved average website rankings by 30% and grew organic traffic by 25% across client projects

WordPress Developer 2022 to present, freelance and client projects

- Websites for clients in different industries, built mobile-first and responsive
- Theme and plugin customisation, plus custom plugins for specific features
- Speed work: caching, image optimisation and code minification
- Security setup to protect sites from malware and hacking attempts

Content Writer 2024 to present, freelance

- SEO-optimised blog posts, articles and website content for different niches
- Topic research and competitor content analysis before writing
- Copy that matches the brand voice of each client

Selected projects

- **Essex and Herts Landscapes** (ehlandscapes.com): website design and local SEO for Chelmsford, Essex, over 16 months.
- **PKG-12** (pkg-12.com): local SEO for the USA, over 16 months.
- **A One Permits** (aonepermits.com): SEO for Canada and the USA, from February 2026, ongoing.
- **CarZoon** (carzoon.co.uk): website design and SEO for a UK used car marketplace.
- **Spotless Renovation and Restoration** (spotlessrr.ca): website design and complete SEO, Surrey, BC.
- **Automobilzentrum Hoeren** (az-hoeren.de): SEO for a German car brokerage, ongoing.
- **Ride Ready Fleet, King of Shawarma DC, Inbound and Co, LaptopsPot**: WordPress website design and development.

Core skills

Local SEO, SEO strategy, on-page SEO, off-page SEO, technical SEO audits, keyword research, WordPress development, Elementor, WooCommerce, content writing, guest posting, rank and rent, Google Analytics, Google Search Console, Ahrefs, SEMrush, Moz, web performance.

Education

BSCS, Computer Science, 2020 to 2024

Online profiles

Fiverr: 5.0 rating from 10 reviews | Upwork | LinkedIn | muhammadbilalbhatti.com