UJJWOL GAUTAM

SEO Specialist & WordPress Developer

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PROFESSIONAL SUMMARY

SEO Specialist and WordPress Developer at Kritech Solution, Butwal. I help businesses in Nepal rank higher on Google through technical SEO, content strategy, local SEO, and fast, search-friendly WordPress websites.

EXPERIENCE

SEO Specialist & WordPress Developer | Kritech Solution, Butwal, Nepal

April 2026 - Present

- Plan and run SEO campaigns for clients across education, power equipment, steel, veterinary, legal advisory, and e-commerce.
- Perform technical SEO audits: indexing, sitemaps, robots.txt, canonical tags, schema, site speed, and Core Web Vitals.
- Conduct keyword research and map keywords to pages and blog posts to avoid cannibalization.
- Write and optimize SEO blog content, page titles, meta descriptions, and internal linking.
- Manage Google Business Profiles: setup, optimization, and regular posting.
- Build and maintain backlinks through guest posts, directories, and platform-distributed content.
- Design and develop WordPress websites using Elementor, optimized with Rank Math SEO.
- Track performance with Google Search Console, Google Analytics, Semrush, and Ahrefs.

Freelance SEO Specialist & WordPress Developer | Self-Employed, Butwal, Nepal

November 2023 - March 2026

- Delivered SEO services for small and mid-size businesses in Nepal, including technical audits, keyword research, on-page optimization, and local SEO.
- Built and optimized WordPress websites with Elementor and Rank Math SEO.
- Wrote SEO blog content and optimized Google Business Profiles for local visibility.
- Set up Google Search Console and Google Analytics, and tracked indexing and ranking progress.

SKILLS

SEO: Technical SEO, On-Page SEO, Local SEO, Keyword Research, Content Strategy, Link Building, SEO Audits

Web: WordPress, Elementor, Website Speed Optimization, Basic HTML/CSS

Tools: Google Search Console, Google Analytics, Semrush, Ahrefs, Rank Math, Google Business Profile

EDUCATION

Bachelor of Computer Application (BCA)

Tribhuvan University | Lumbini City College, Butwal

2024 - Present

LANGUAGES

Nepali (Native), English (Professional)