

Abid Badar

E-Commerce SEO Specialist

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PROFESSIONAL SUMMARY

E-Commerce SEO Specialist with 3+ years of experience helping online stores improve product visibility, category rankings, technical SEO health, and organic growth. Skilled in e-commerce SEO audits, product page optimization, category page SEO, keyword mapping, internal linking, indexing, crawlability, and Search Console reporting. Focused on practical, data-driven SEO action plans for online stores, WooCommerce websites, and product-led businesses.

CORE COMPETENCIES

Primary Skills: E-Commerce SEO • Online Store SEO • Product Page SEO • Category Page SEO • Technical Store SEO

Platforms: WooCommerce • WordPress • Custom E-Commerce Websites • Product-Led Websites

Tools: Google Search Console • Google Analytics 4 (GA4) • SEMrush • Screaming Frog • Rank Math • Yoast SEO

Additional: Store SEO Audits • Commercial Keyword Mapping • Internal Linking • Indexing & Crawlability • Schema & Robots.txt Checks • SEO Reporting

PROFESSIONAL EXPERIENCE

E-Commerce SEO Specialist & Project Manager 2022 – Present

TechUp Solutions (PVT) LTD. — Multan, Pakistan

- Managed SEO for online stores and product-led websites across WooCommerce, WordPress, and custom e-commerce platforms.
- Conducted e-commerce SEO audits covering product pages, categories, collections, indexation, crawlability, duplicate content, internal links, and technical blockers.
- Optimized product pages, category pages, meta titles, meta descriptions, headings, URL slugs, image alt text, FAQs, and content sections.
- Mapped buyer-intent keywords to product pages, categories, collections, and supporting content.
- Improved store architecture through internal linking, category hierarchy, crawl paths, sitemap review, robots.txt checks, and indexing fixes.
- Reviewed Google Search Console data to identify coverage issues, indexing gaps, page trends, and next SEO actions.
- Used GA4, SEMrush, Screaming Frog, Rank Math, and Yoast for analysis, tracking, research, and reporting.
- Worked on e-commerce categories including online stores, WooCommerce websites, jewelry, flooring, service-commerce websites, and agency projects.
- Coordinated SEO action plans, progress updates, and reporting for internal teams and stakeholders.

EDUCATION

Bachelor of Science in Computer Science (BSCS) 2022 – 2026

National College of Business Administration and Economics (NCBA&E) — Multan

Intermediate — Computer Science & Mathematics 2020 – 2022

BISE Multan — Multan

Matriculation — Physics, Chemistry & Biology 2018 – 2020

BISE Multan — Multan

INDUSTRIES SERVED

E-commerce • WooCommerce Stores • Online Stores • Product Pages • Category Pages • Jewelry • Flooring • Service-Commerce Websites • Digital Agencies

LANGUAGES

- **English** (Professional Working Proficiency)
- **Urdu** (Native)