

Muhammad Awais

WordPress developer and SEO specialist

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About the work

I build WordPress sites and I do the SEO on them. Four years of WordPress, two and a half years of search. Most of it is service businesses, shops, and tour operators. I would rather change the site than send a long audit nobody implements.

Experience

WordPress developer and SEO specialist — Software Synergy Solutions

Agency · current

Client WordPress work through the agency. I am on Sunspire Tourism at the moment.

- Helped get the Sunspire WordPress site live, then stayed on for SEO (March 2026–present).
- Technical work: crawl and index checks, sitemaps, canonicals, redirects, page speed.
- Keyword mapping and on-page work on tour and destination pages. Internal links and structured data.
- Content and a small amount of link building in the travel niche.
- Organic search went from 0 to 800+ clicks a month in six months. Those are clicks, not bookings.

WordPress developer and SEO specialist — Desynt Digital

Agency · current

- Client sites in WordPress: layout, theme setup, plugins, content, launch.
- Structure, metadata, and schema go in before the site goes live.
- Speed work: unused plugins, images, caching.
- Talk to clients about scope, trade-offs, and dates in plain English.

WordPress developer and SEO manager — Star Tech Store

E-commerce · agreement ended August 2026

- Looked after a WooCommerce storefront.
- Product and category pages, speed, and usability.
- Technical SEO fixes.
- Search Console and GA4 reporting for the people who needed it.

SEO specialist — Adroki

Earlier

- Keywords, on-page, and content.
- Made the technical changes in WordPress instead of leaving them as tickets.

Selected work

Sunspire Tourism — sunspiretourism.com

Dubai tours. WordPress through Software Synergy Solutions. SEO from March 2026. 0 to 800+ organic clicks a month in six months.

Star Tech Store — startechstore.com

WooCommerce. Product and category pages, speed, technical SEO. Agreement ended August 2026.

Desynt Digital — desyntdigital.com

Agency website and client WordPress builds. This is an employer, not the name on my personal site.

Wondersgate Tourism

Keyword targeting, on-page, and technical SEO, with WordPress support.

Independent blogs

Personal sites used for content and links. No public names or numbers to list here.

Tools I use

WordPress. Theme and plugin work, Gutenberg, Elementor, WooCommerce, migrations, Rank Math, Yoast.

SEO. Audits, crawl and index, sitemaps, robots.txt, redirects, canonicals, site structure, internal linking, keyword research, titles and metas, schema, local SEO, e-commerce SEO.

Front-end. HTML, CSS, JavaScript. PHP at working-knowledge level — enough to change a theme without treating myself as a backend engineer.

Reporting. Google Search Console, GA4, Ahrefs, Semrush, Screaming Frog, Google Sheets, Excel.

Education

Intermediate in Computer Science, Corvit Computer Science College, Peshawar.