

# Salah Shaalaan

SEO Specialist · Technical SEO & Web Performance

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## CORE SKILLS

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**Technical SEO:** Core Web Vitals, Mobile-First Indexing, Schema Markup (JSON-LD), Crawl Budget Optimization, XML Sitemaps, Robots.txt, Canonicals, Redirect Management, Semantic HTML.

**On-Page SEO:** Keyword Research, Meta Data Optimization, Pillar-Cluster Content Strategy, LSI Keywords, Internal Linking, Alt Text, Content Refresh.

**Off-Page SEO:** Backlink Strategy, Link Prospecting, Niche-Relevant Outreach, Competitor Gap Analysis.

**Tools:** Google Search Console, Google Analytics, SEMrush, Screaming Frog, Rank Math, WP Rocket, Keyword Planner.

**Web Tech:** WordPress, Salla Platform, Elementor, Next.js, HTML5, CSS3, Tailwind CSS, JavaScript.

## PROFESSIONAL EXPERIENCE

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### SEO Specialist

*Jan 2026 – Present*

The Code Time · Digital Marketing Agency · Mansoura, Egypt · On-Site

- Audit client sites end-to-end - crawl analysis via Screaming Frog, log file patterns in GSC, redirect chains, canonicalization issues, and crawl budget leaks - then prioritize fixes by impact.
- Identify ranking opportunities through keyword research and competitor gap analysis, mapping findings directly to site architecture and content planning.
- Deploy JSON-LD schema across page types (articles, products, homepage) to strengthen entity understanding and improve rich result eligibility.
- Diagnosed and cleaned a Japanese keyword spam hack - traced injected content to compromised template files, coordinated removal with the dev team, and submitted for reconsideration.
- Track organic performance monthly across all client accounts, correlating ranking shifts with index changes, algorithm updates, and on-site modifications.

### Frontend Developer

*Jun 2023 – Oct 2025*

Freelance · Remote

- Built 20+ production sites in Next.js and TypeScript - structured HTML semantically from the start, with crawlability and render performance treated as requirements, not afterthoughts.
- Diagnosed and resolved Core Web Vitals regressions: image sizing, render-blocking scripts, layout shift from dynamic content, and LCP element loading priority.
- Dropped into live codebases to fix performance issues and ship features - comfortable reading unfamiliar code and making targeted changes without breaking existing behavior.

## LATEST SEO PROJECTS

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**Bandool** · E-Commerce · WordPress · Saudi Arabia [↗ Live Site](#)

- Ran full keyword research in SEMrush and rebuilt meta data across all pages and categories - title tags, descriptions, and heading structure aligned to search intent.
- Tightened crawl budget by correcting Rank Math sitemap output, locking down robots.txt directives, and using .htaccess rules to block low-value URLs from the index.
- Planned and executed a backlink acquisition campaign targeting high-priority keyword clusters, vetting sites for niche relevance and domain quality before outreach.
- Monitored ranking movement over time - tracked recoveries and drops in GSC, correlating shifts with changes made on-site and in the index.

**Sianah** · Home Services · WordPress + Elementor · Saudi Arabia [↗ Live Site](#)

- Mapped every page to a primary keyword and supporting terms, then rewrote meta data and on-page content to reflect proper keyword targeting and search intent alignment.

- Rebuilt underperforming front-end sections directly inside Elementor using HTML widget with HTML5 markup and Tailwind CSS, loading styles from the theme's external CSS to avoid inline bloat.
- Scoped a full link acquisition plan - identified niche-relevant targets, assessed authority signals, and compiled an outreach list ready for execution.

**The First Platform** · Home Appliances E-Commerce · Salla · Saudi Arabia [↗ Live Site](#)

- Optimized category and product pages for high-intent commercial keywords - structured headings, rewrote meta data, and aligned content to transactional search intent.
- Built a Pillar–Cluster content architecture - each page mapped to a primary keyword with supporting LSI terms, content written to match Google's helpful content guidelines.
- Addressed crawling gaps: corrected robots.txt rules, identified and submitted non-indexed products via GSC, and reduced crawl waste from duplicate and thin URLs.
- Improved product page load performance through image compression, lazy loading implementation, and descriptive alt text across the catalogue.

**The Code Time** · Digital Marketing Agency · WordPress · Saudi Arabia [↗ Live Site](#)

- Audited and corrected robots.txt syntax, rebuilt the XML sitemap configuration, and removed indexation issues that were diluting crawl budget.
- Ran keyword research and competitive gap analysis to identify content opportunities, then structured a full editorial roadmap from findings.
- Wrote and published 18 SEO-optimized articles; refreshed existing content with updated keywords, improved structure, and internal linking to recover lost positions.
- Added structured data (JSON-LD) for article and homepage schema; tightened meta titles and descriptions across the entire site.
- Cleaned up front-end performance: minified CSS, removed unused scripts, and resolved 404 errors that were wasting crawl and creating dead internal links.

**Tassili Auto** · Car Export · WordPress · Algeria [↗ Live Site](#)

- Rebuilt on-page SEO across all site pages - corrected heading hierarchy, rewrote meta data, and aligned content to target keywords with appropriate search intent.
- Resolved render performance issues with WP Rocket configuration and removed bloated CSS that was contributing to render-blocking delays.

## EDUCATION

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**Bachelor's Degree - Physical Education**

Tanta University, Egypt

2021 – 2025