

Omer Muneer Qazi

SEO Specialist

Technical SEO · Ecommerce · Content architecture · Analytics & implementation

omermuneer@gmail.com | +92 321 7300266 · WhatsApp | omermuneer.com | LinkedIn / omermuneer

Professional profile

SEO specialist with a solutions architecture and web development background spanning more than a decade. Connects search strategy to the technical work required to deliver it: crawlable sites, clear content structures, reliable measurement, and conversion-focused customer journeys. Hands-on across Shopify, Webflow, WordPress, and custom platforms, with the ability to diagnose issues, implement changes, and verify the live result.

Core expertise

Technical SEO: Crawlability, indexability, canonical URLs, XML sitemaps, robots directives, redirects, structured data, and internal linking.

On-page & content strategy: Search intent, page titles and descriptions, heading structure, topic organization, service pages, and conversion paths.

Ecommerce & platform SEO: Shopify, Shopify Plus, WordPress, WooCommerce, and Webflow; connecting storefront structure to the buying journey.

Measurement & implementation: Google Search Console, Google Analytics, event tracking, HTML, CSS, JavaScript, Python, Git, and Cloudflare deployments.

Selected SEO work

Technical SEO & lead measurement — omermuneer.com · October 2026

- Audited and validated 1,046 live sitemap URLs for successful responses and matching canonical tags at the October release.
- Removed dead sitemap entries, corrected canonical inconsistencies, and replaced homepage fallbacks with genuine 404 responses.
- Published executive advisory pages with contextual internal links, structured data, and WhatsApp calls to action; implemented click-event tracking.
- Submitted the revised sitemap through Google Search Console; Google fetched the sitemap, recognized 1,046 URLs, and reported zero sitemap errors or warnings.

SEO & development portfolio

Selected projects include Compare Broker, Zaye Capital Markets, Golden Gate PR, and EOGC, spanning financial services and agency websites. Additional project references: omermuneer.com.

Professional experience

Chief Technology Officer | Dec 2025 – Present

EverestX US · Islamabad, Pakistan

- Lead technology infrastructure across system architecture, databases, APIs, and AI integrations.
- Work across talent onboarding, client requirements, hiring workflows, and platform performance, connecting business needs to implementation.

Solutions Engineer & Developer | Oct 2023 – Dec 2025

Nello (Drink Nello) · Dubai, UAE

- Delivered digital operations across Shopify and Webflow platforms, subscription management, and analytics infrastructure.
- Worked on Klaviyo email marketing and the systems connecting ecommerce activity to the customer lifecycle.

Senior Shopify Developer | Feb 2023 – Nov 2023

Integriti Inc. · Ontario, Canada

- Led Shopify development for North American clients, including Shopify Plus solutions.
- Combined team leadership with hands-on implementation and SCRUM delivery.

Solutions Architect | Oct 2013 – Feb 2023

Nabidios · Lahore, Pakistan

- Built WordPress, Shopify, and custom web solutions over more than nine years.
- Combined solution delivery, business development, and team management to translate client requirements into working websites and platforms.

CTO & Marketing Lead | Sep 2018 – Sep 2020

Rebrand BM · Lahore, Pakistan

- Led technical strategy for enterprise clients, including Honda Atlas Cars.
- Delivered nationwide kiosk activations and digital showroom experiences linking marketing objectives with technical execution.

Working approach

Prioritize technical and content issues by business impact, implement fixes directly, and validate production behavior. Use AI-assisted research and development to support delivery, with human review of content, technical changes, and claims. Measure search performance and conversion events separately so reporting reflects what the data actually shows.

Languages & links

English · Urdu github.com/omermuneer · SEO services & portfolio

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