



M Abdul Basit Ashraf

Growth Focused Web Developer & SEO Expert

ABOUT ME

Results-driven Web Developer & SEO Specialist with 12+ years of experience building high-converting, SEO-optimized websites. Specialized in WordPress, eCommerce, and performance-driven solutions that increase traffic, leads, and revenue. Founder of Rank Surg, committed to delivering scalable solutions and exceeding client expectations.

CONTACT

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CORE SKILLS

- Custom Web Development
- Wordpress web Development
- WordPress Customization
- Shopify Store Development
- WoCommerce Store
- Dynamic Listing Websites
- LMS Website Development
- Website Speed Optimization
- Web Performance Optimization
- Search Engine Optimization
- On Page SEO
- Technical SEO
- Local SEO

LANGUAGES

- English - Fluent
- Hindi - Fluent
- Urdu - Native

PROFESSIONAL EXPERIENCE

Founder & Chief Executive Officer

Rank Surg 2024 - Present

- Built 100+ high-performing websites for service-based businesses and agencies
- Increased client organic traffic by 100-1400+ visits/month through SEO-driven development
- Designed conversion-focused websites generating 30-45% higher lead rates
- Delivered WordPress, eCommerce, LMS, and dynamic listing platforms
- Managed end-to-end projects: planning, development, optimization, and maintenance

Chief Operation Officer

RNDCON 2021 - 2024

- Developed custom WordPress themes and plugins
- Optimized websites for speed, SEO, and mobile responsiveness
- Collaborated with international clients and marketing teams
- Reduced page load time by up to 60% using performance best practices

Growth Strategist and SEO Expert

Faisalabad Realtors 2020 - 2021

- Optimized websites for speed, SEO, and mobile responsiveness

KEY PROJECTS

- Developed lead-generation business and agency websites with conversion-focused UI/UX, on-page and technical SEO, schema implementation, and Core Web Vitals optimization to increase visibility and inquiries.
- Built and optimized Shopify and WooCommerce e-commerce stores with product-level SEO, structured data, speed optimization, and performance tuning to improve user experience and sales readiness.
- Created organizational portfolio and local service websites with local SEO, Google Business Profile setup, NAP consistency, geo-targeted content, and performance optimization to strengthen local search presence.
- Designed and managed SEO-driven blogs and content platforms with optimized site architecture, keyword strategy, internal linking, page speed, and mobile performance to drive organic growth.
- Developed LMS and dynamic listing websites using technical SEO best practices, clean URL structures, optimized database queries, caching, and scalable performance architecture for high-traffic environments.

PROFESSIONAL EXPERIENCE

- Collaborated with international clients and marketing teams
- Reduced page load time by up to 60% using performance best practices

IT & Business Growth Executive

Rathore Group

2017 -2021

- Led the digital transformation of operations, shifting all business workflows from manual notebooks and paper-based records to live digital software systems, improving accuracy, accessibility, and efficiency
- Designed and implemented real-time visual tracking systems to monitor operations, performance metrics, and reporting across departments
- Developed and managed digital dashboards for live data visualization, decision-making, and management reporting
- Planned and executed digital marketing strategies to enhance brand visibility, customer engagement, and lead generation
- Managed website updates, SEO implementation, and online marketing campaigns to support business growth
- Coordinated with management and cross-functional teams to align IT systems with operational and marketing goals
- Improved workflow transparency, reporting speed, and data-driven decision-making through technology adoption

Marketing Manager

AGFOINNOVA

2016 -2017

- Managed web design and development with a strong focus on SEO-friendly, conversion-driven websites.
- Planned and executed on-page, technical, and local SEO strategies, including keyword research and website audits.
- Handled local business listings, NAP consistency, and social media optimization to improve online visibility.

EDUCATION

M Phil Research Methodology
(Sociology) In 2016 From PMAS
Arid Agriculture University
Rawalpindi

Masters in Project Planning
Management (Sociology) In 2014
From Government College
University Faisalabad

Matric in Medical Science In
2007 From Board of Faisalabad

INTERESTS

- Play Chess
- Martial Arts
- Reading

PROFESSIONAL EXPERIENCE

- Designed, implemented, and managed digital ad campaigns, optimizing performance, budgets, and ROI.
- Analyzed marketing data and prepared performance reports to support ongoing strategy improvements.

Team Leader

WEBZINE UK

2015 -2016

- Led web and digital marketing projects, managing team workflows and delivery timelines.
- Handled theme development and SEO-friendly website optimization.
- Executed on-page, technical, and local SEO, including business listings.
- Managed social media marketing, content scheduling, and community engagement.
- Oversaw paid ad campaigns and performed data analysis and reporting to track performance and ROI.