



KHURRAM SHAHZAD

Technical Lead | Web, SaaS & AI Solutions

Karachi, Pakistan

khurram-shahzad.sitelyx.co

khurramshahzad@seositechecker.pro

LINKS

- in/khurramshahzad-ghafoorahmed
- khurram-shahzad.sitelyx.co

PROFILE

Technical Lead at SmartLink Services with 8+ years across full-stack development, technical leadership and web performance. I lead the architecture and development of scalable web applications, SaaS platforms and custom software, build full-stack products across web and mobile, and develop AI-powered features, automation workflows and API integrations. Hands-on across Laravel, PHP, JavaScript, React, Next.js, PostgreSQL, MySQL, Docker and cloud deployments, with a background in technical SEO that keeps what we build fast and findable. Recent work includes a Laravel 12 CMS with an MCP server (OAuth 2.1) that lets Claude and ChatGPT read content, run SEO checks and write drafts without permission to publish, and SEO Site Checker, a platform of 140+ SEO and AI tools.

CORE EXPERTISE

- Software architecture
- SaaS platforms
- Web and mobile apps (Android, iOS)
- AI features and automation
- API integrations
- Laravel, React and Next.js

WORK EXPERIENCE

Jun 2026 – Present

Technical Lead | Web, SaaS & AI Solutions / SmartLink Services

- Built a modular Laravel 12 CMS (custom post types, custom fields, theme options, multiple themes, a drag-and-drop page builder, revision history and an activity log) and the company website on it: 7 service practices, about 35 service pages and 12 industry pages.
- Added an MCP server (laravel/mcp, 11 tools) with OAuth 2.1 through Laravel Passport and scoped tokens (cms:read, cms:draft), so Claude, ChatGPT, Cursor and VS Code can read content, run SEO checks and write drafts, but never publish or delete.
- Lead the architecture and development of scalable web applications, SaaS platforms and custom software solutions.
- Build full-stack products across web and mobile, including Android and iOS applications, with a focus on performance, usability and scalability.
- Develop AI-powered features, automation workflows, API integrations and intelligent business solutions.
- Work across Laravel, PHP, JavaScript, React, Next.js, PostgreSQL, MySQL, Docker, VPS infrastructure and cloud-based deployments.
- Lead technical decisions covering software architecture, databases, APIs, server environments, security, performance and deployment.
- Collaborate with developers, designers and business stakeholders to turn requirements into reliable, maintainable digital products.

Aug 2025 – Present

SEO & Web Performance Lead / SEO Site Checker (Remote)

- Built SEO Site Checker (seositechecker.pro), a free SEO and website toolkit: 140+ tools in 13 categories, including 6 AI tools on self-hosted models (Qwen2.5-7B on Ollama, DeBERTa, rembg, LaMa).
- Stack: Laravel 13, Redis queues with Supervisor worker pools, Docker service containers, Playwright for audits and HTML-to-PDF, and a versioned REST API for a companion mobile app.
- Security: an SSRF guard (DNS pinning, IP allow-lists, re-validation on every redirect) plus command-injection, path-traversal, upload and XSS/CSRF hardening.
- Page one on Bing for 980+ searches, including "seo score tool" (avg position 4.2), and 444 Bing AI citations (Jul to Oct 2026).

- PostgreSQL, MySQL and Docker
- VPS and cloud deployments
- Security and performance
- Technical leadership

PROFILES

- [github.com/KhurramShehzaad](#)
- [behance.net/khurram-shahzad](#)
- [seositechecker.pro](#)

SKILLS

Technical Leadership

Software Architecture

Solution Architecture

SaaS Development

Full-Stack Development

Web Development

Web Application Development

API Development

AI Integration

Automation

DevOps

Cloud Computing

Database Design

Mobile Application Development

Search Engine Optimization (SEO)

On-Page SEO

SEO Audits

UI / UX

Paid media

Virtual Private Server (VPS)

Graphic Design

Leadership

Teamwork

Time Management

Communication

Web Content Writing

Graphics

Leading Development Teams

Development Coordination

Adobe Photoshop

Off-Page SEO

E-commerce SEO

SEOMoz

Organic Search

React.js

Software Development

Programming

Microsoft Office

Microsoft Excel

Microsoft Word

Microsoft PowerPoint

PHP

Java

C#

JSON

jQuery

Microsoft SQL Server

SQLite

Sep 2023 – Nov 2025

Development Team Lead / Grand Insight, Karachi

- Led development, SEO and DevOps across a global portfolio of 200+ active clients, managing a cross-functional team of developers, SEO specialists and designers.
- Led technical delivery: Core Web Vitals remediation, schema architecture, crawl budget and indexation control, hreflang for US/UK targeting and site migrations.
- Shipped fixes directly at code and server level (Laravel/WordPress, Cloudflare, cPanel/CyberPanel) rather than queuing them with a dev team.
- Hired, trained and led the team; set quarterly roadmaps, QA standards and sprint priorities.

Apr 2021 – Jul 2025

Senior Web Developer / Grand Insight, Karachi

- Delivered 50+ client projects across WordPress, Shopify, Laravel and custom PHP, with SEO structure, schema, indexing and Core Web Vitals engineered in from the start.
- Built APIs, dashboards and database-driven backend systems; converted Figma/Adobe designs into pixel-perfect responsive UIs.
- Key clients: 4Baby Ultrasound, Toronto Cosmetic Clinic, Web Design Marvel, Dev Connect Hub, SEO Site Checker, ClutchPilot.

Apr 2020 – Dec 2020

Web Developer / Saviours, Karachi

- Built dynamic platforms and custom applications with a focus on UI, performance and fast-loading interfaces.
- Projects: Imgra, ProDesignWorld, ExpertProofers, Phantom Writing, Pixel Consultant.

Dec 2019 – Apr 2020

Full Stack Developer / Halersoft, Karachi

- Specialized in ecommerce: WooCommerce storefronts, conversion-focused UX flows, plugin integration and store automation.
- Projects: MuseLawFirm, CaliforniaLawPro, ChatReloaded, ClothingInn, Faashwear.

Feb 2019 – Dec 2019

Digital Community Manager / Mentionslytics, Karachi

- Managed digital community engagement, brand voice and social presence for a SaaS company.
- Built and maintained landing pages and UI components; supported the Konnikt marketplace platform.

Mar 2017 – Jan 2018

Senior Web Developer / Ultralinks International Inc.

- Developed scalable web modules and backend logic; optimized databases and improved site performance.
- Created reusable PHP modules and UI enhancements.

SQL Server Management Studio

Visual Studio

JavaScript

Cascading Style Sheets (CSS)

MySQL

HTML5

Databases

ASP.NET MVC

Bootstrap

Linux

WordPress

PhpMyAdmin

Java Enterprise Edition

Visual C#

ASP.NET

SQL

Networking

Android Studio

Windows Store Apps

EDUCATION

Software Engineering
Aptech Computer Education, Karachi ·
2015 - 2018

Computer Hardware & Networking
Infra Computer Hardware Training
Center · 2015

Intermediate
Gulzar-e-Hijri · 2014 - 2017

SKILLS

Hardware Installation

Electronics Repair

JavaScript Libraries

Elementor

WooCommerce

On-Page Optimization

Yoast SEO Plugin

Google Analytics

HTML

Front-End Development

Technical SEO

CERTIFICATIONS

Digital Marketing
Google Digital Garage

Front-End Developer
HackerRank

CSS & HTML Essentials, Full Stack Development
LinkedIn Learning

LANGUAGES

- English — Professional (written)
- Urdu — Native