

KANAN ALIBAYOV

WordPress Developer · Technical SEO Engineer · Digital Growth Strategist

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SUMMARY

Grew a client from 0 to 2.49M organic impressions and 20K monthly clicks in 6 months with 90%+ of that traffic driven by AI citations across ChatGPT, Google AI Overviews, Perplexity, and Copilot. WordPress Developer and Technical SEO Engineer with 15+ years and 1,200+ websites delivered. Founder of Lorphic 20+ active clients, consistent Page 1 rankings across all managed accounts, and 90+ PageSpeed scores on every build. Expert in Core Web Vitals engineering, custom PHP/WordPress development, structured data, Answer Engine Optimization (AEO), and GEO making client content visible in both traditional search and AI-generated answers.

CORE SKILLS & TOOLS

- WordPress: Themes, Plugins, WooCommerce, ACF, CPT
- Shopify · Wix · eCommerce · CMS Development
- PHP · HTML5 · CSS3 · JavaScript (ES6) · REST API
- Core Web Vitals (LCP, CLS, INP) 90+ PageSpeed
- LiteSpeed · Redis · CDN · WebP Image Optimization
- cPanel · Plesk · DNS · SSL/TLS · Apache/Nginx
- WAF · Malware Removal · Firewall · Security Hardening
- Elementor · Beaver Builder · Divi · Headless WP · Figma
- AI Website Builds · LLM Training · Prompt Engineering
- Email Marketing · SPF/DKIM/DMARC · 100+ Domains
- Technical SEO Audits · Crawl Budget · Log File Analysis
- Schema Markup · JSON-LD · Structured Data at Scale
- Trend Forecasting · Reddit · Quora · PAA · Google Trends
- Keyword Research · On-Page SEO · EEAT · Content Strategy
- Local SEO · Google Business Profile · Geo-Pages
- Ahrefs · SEMrush · Screaming Frog · GA4 · GSC · GTM
- Google Ads · A/B Testing · CRO · 2x ROAS Delivered
- AEO · GEO · ChatGPT · Gemini · Perplexity · Copilot
- CRM · HubSpot · Plusvibe · RingCentral · Google Workspace
- Amazon SEO · Helium 10 · Seller Amp · Listing Optimization

EXPERIENCE

Founder & Managing Director · Lorphic Aug 2022 – Present

Guilford, CT (Remote)

WordPress Development & Performance

- Engineered 50+ custom WordPress sites using PHP, HTML5, CSS3, and JavaScript achieving 90+ PageSpeed scores on every build through LiteSpeed caching, render-blocking elimination, lazy loading, and server-side tuning.
- Eliminated Core Web Vitals failures (LCP, CLS, INP) across all client environments improving average performance scores by 50%, moving every site into Google's "Good" threshold for the first time.
- Cut page load time by 30% per site through plugin auditing, WebP image compression, CDN integration, and database optimization without changing host infrastructure.
- Established REST API integrations and set up DNS, SSL, SPF, and DKIM hardened with WAF, firewall rules, and malware monitoring, maintaining zero security breaches since founding.
- Pioneered AI-generated website builds using LLM training and prompt engineering (ChatGPT, Claude) to produce full WordPress themes, custom HTML/CSS, and complete site code cutting build time significantly while maintaining first-submission sign-off rates.
- Managed email marketing campaigns across 100+ domains domain warm-up, SPF/DKIM/DMARC configuration, list segmentation, and deliverability optimization at scale.

Technical SEO, AEO & Organic Growth

- Grew Bites by Braxton from 0 to 2.49M impressions and 72,500 clicks in 6 months (Oct 2025 – Apr 2026, GSC-verified) technical SEO audit, site architecture restructure, geo-targeted landing pages, and EEAT-aligned content. Average position 5.6 across all ranked keywords, sustaining 20K+ monthly clicks.
- Secured 90%+ AI-driven traffic share through AEO and GEO content cited by ChatGPT, Google AI Overviews, Gemini, Perplexity, and Copilot, delivering 3,000–4,000 additional monthly visits from AI referrals alone.
- Identified emerging search trends before keyword tools registered volume by cross-referencing Reddit, Quora, TikTok, Google Trends, and PAA patterns capturing traffic at peak demand.
- Every Lorphic client ranks on Page 1 for primary service keywords majority holding #1 positions across home services, transportation, hospitality, and food service.

- Generated 12M+ organic impressions across all accounts through JSON-LD schema markup, Core Web Vitals optimization, and structured AI-crawler-ready content.
- Ranked the majority of Lorphic clients in the top 3 on Google Maps including Lorphic itself ranking #1 with a perfect 5.0 rating through GBP optimization, NAP consistency, review generation, and local citation building.
- Drove monthly KPI dashboards and quarterly business reviews via GA4, GSC, Ahrefs, and SEMrush every metric tied directly to client revenue and growth goals.

Paid Media & Conversion

- Delivered 2x ROAS in 4 months through restructured Google Ads architecture, high-converting ad copy, A/B testing, and a conversion-optimized landing page doubling lead volume without increasing spend.
- Maintained 80% top-of-page impression share on high-intent keywords consistently outranking competitors across 4 industries.

Web Developer & SEO Specialist · OMG National Feb 2020 – Jan 2022

Davie, FL (Remote)

- Developed and launched 700+ responsive, SEO-optimized WordPress websites across diverse industries cutting average page load time by 30% through caching, WebP compression, and plugin optimization at scale.
- Attained 70% first-submission client approval rate on custom front-end builds (PHP, HTML5, CSS3, JS) brand-accurate, mobile-first execution under tight SLA turnarounds.
- Improved organic search rankings across 100+ client verticals through keyword research, on-page restructuring, JSON-LD schema markup, and internal linking measurable traffic growth within 60 days per engagement.
- Addressed complex PHP errors, JavaScript conflicts, and plugin failures across live production environments maintaining uptime and cross-browser compatibility under strict SLA requirements across hundreds of accounts.
- Configured DNS, SPF, DKIM, and reCAPTCHA at scale resolved root-cause technical issues and significantly decreased client support ticket volume across the agency portfolio.

SELECTED WINS

Every Lorphic client ranking Page 1 · Majority at #1 — *Achieved across home services, transportation, hospitality, and food service through technical SEO, EEAT content strategy, and geo-targeted landing pages.*

Top 3 Google Maps across client portfolio · Lorphic #1 · 5.0 rating — *Consistent local pack dominance across all managed service areas through GBP optimization, NAP consistency, and systematic review generation.*

0 → 2.49M impressions · 72.5K clicks · Avg. position 5.6 · 20K monthly clicks — *Bites by Braxton — 6 months from a completely flat baseline, GSC-verified Oct 2025 – Apr 2026.*

2x ROAS in 4 months · Doubled lead volume without increasing spend — *Transportation client — Google Ads restructure, high-converting ad copy, and conversion-optimized landing page.*

EDUCATION

B.S. Economics — Azerbaijan University — Baku, Azerbaijan — 2008

CERTIFICATIONS

Technical SEO · Advanced Social Media Strategy · Email Marketing (HubSpot) · AI SEO & Generative Engine Optimization (Skillup) · Maximize Productivity with AI Tools · Introduction to AI · Responsible AI (Google) · Build a Full Website Using WordPress (Coursera)

ADDITIONAL

Availability: Open to remote roles nationwide · **Languages:** English (Fluent) · Turkish (Fluent) · Azerbaijani (Native)

AI Tools: ChatGPT, Claude, Gemini, Jasper — AI-assisted SEO, GEO, prompt engineering, content automation

Social Proof: Highly Recommended by Locals · Alignable · LinkedIn skill endorsements