

MOHAMED SAHBI

SEO EXPERT & WEB DEVELOPER

I help businesses show up on Google and stay there.

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PROFILE

SEO Expert and Full-Stack Web Developer with 4+ years of hands-on SEO experience and a development background dating back to 2006. I combine technical SEO audits, content strategy, and on-page optimization with the ability to build what I recommend. 50+ projects delivered across France, Tunisia, and the UAE. I built Riziva, a restaurant reservation SaaS, from scratch. Tripled bookings for a photographer. Took a digital agency from invisible to #1 on Google.

EXPERIENCE

Founder, SEO Expert & Web Developer

2025 - Present

WebCraftDev

Running my own agency. 50+ projects delivered. Working directly with businesses across France, Tunisia, and Dubai. Technical SEO audits, content strategy, full-stack builds in Next.js/React. Built Riziva, a restaurant reservation SaaS platform.

UX/UI & SEO Manager

2024 - 2025

Phoenix Games

Managed UX and SEO for game webshops (Royal Revolt 2, Warhammer Combat Cards). Improved sign-up and purchase flows. Remote, international team.

SEO Manager

2023 - 2024

Greenly

Owned the SEO strategy for a climate-tech SaaS. Technical audits, content calendars, keyword strategy, GA4 and Search Console tracking. Paris-based.

Digital Marketing & UI Designer

2022

Bricard

Wireframes, prototypes, UX fixes, and SEO. Rewired internal linking, fixed on-page issues, improved marketing pages.

Founder

2016 - 2020

MT Collections

Built an e-commerce brand from zero in Tunisia. Grew a community from 0 to 90,000 members organically. No paid ads. Pure content strategy.

EDUCATION

Master's, Digital Marketing & UX

2021 - 2023

HETIC, Montreuil

Engineering Degree, Computer Science

2013 - 2016

ESPRIT, Tunisia

Bachelor's, Computer Science

2009 - 2012

ISAEG, Tunisia

SERVICES

- | | |
|-------------------------------|-----------------------------------|
| >> Technical SEO Audits | >> Content Strategy |
| >> On-Page Optimization | >> Tracking & Reporting (GA4/GSC) |
| >> Full-Stack Web Development | >> Performance Optimization |

LANGUAGES

French: Native | English: Fluent | Arabic: Native | German: Basic

SKILLS & TOOLS

- SEO:** GA4, Search Console, GTM, Semrush, Screaming Frog, Ahrefs
- Dev:** React, Next.js, TypeScript, Node.js, Supabase, PostgreSQL, MongoDB, Tailwind CSS, Framer Motion, GSAP
- Other:** Figma, Vercel, Netlify, Stripe, Sanity.io, Cloudinary

KEY PROJECTS

- Riziva**
- Full restaurant reservation SaaS. 15+ features, floor plan editor, guest CRM, analytics.
- iPIXEL Production**
- #1 on Google for main keywords. GSAP animations, lead generation funnel.
- Julia Marse Photography**
- 300% booking increase. E-commerce, courses, subscriptions on one platform.
- Tanit Studio**
- #1 client acquisition channel. Cinematic website for Dubai video agency.
- Moodify Wellness**
- 90% daily active rate. Web + React Native mobile app. Real-time analytics.
- Mourabaa Al Tafkir**
- Community platform with custom forum engine. Thousands of active members.
- Casa dei Bambini**
- Bilingual FR/AR Montessori nursery site. Framer Motion animations.
- Marse Education**
- Fashion workshop platform with booking system. Barcelona.

- Renard Photography**
- Minimalist portfolio for architectural photographer. Karlsruhe.
- Ahmed Bejaoui**
- Terminal-themed developer portfolio with interactive CLI.
- Moodify Mobile**
- Cross-platform React Native companion app.
- Greenly**
- Full SEO operation for carbon-tech SaaS. Audits, briefs, GA4 setup.
- Phoenix Games**
- Webshop UX/SEO for Royal Revolt 2, Warhammer Combat Cards.
- Bricard**
- On-page SEO, internal linking, heading structure overhaul.
- MT Collections**
- 0 to 90K organic community. E-commerce brand from scratch.