

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
WebCraftDev

2025 - Present

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
Phoenix Games

2024 - 2025

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

SEO Manager
Greenly

2023 - 2024

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
Bricard

2022

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

Founder
MT Collections

2016 - 2020

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
HETIC, Montreuil

2021 - 2023

Engineering Degree, Computer Science
ESPRIT, Tunisia

2013 - 2016

Bachelor's, Computer Science
ISAEG, Tunisia

2009 - 2012

SERVICES

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