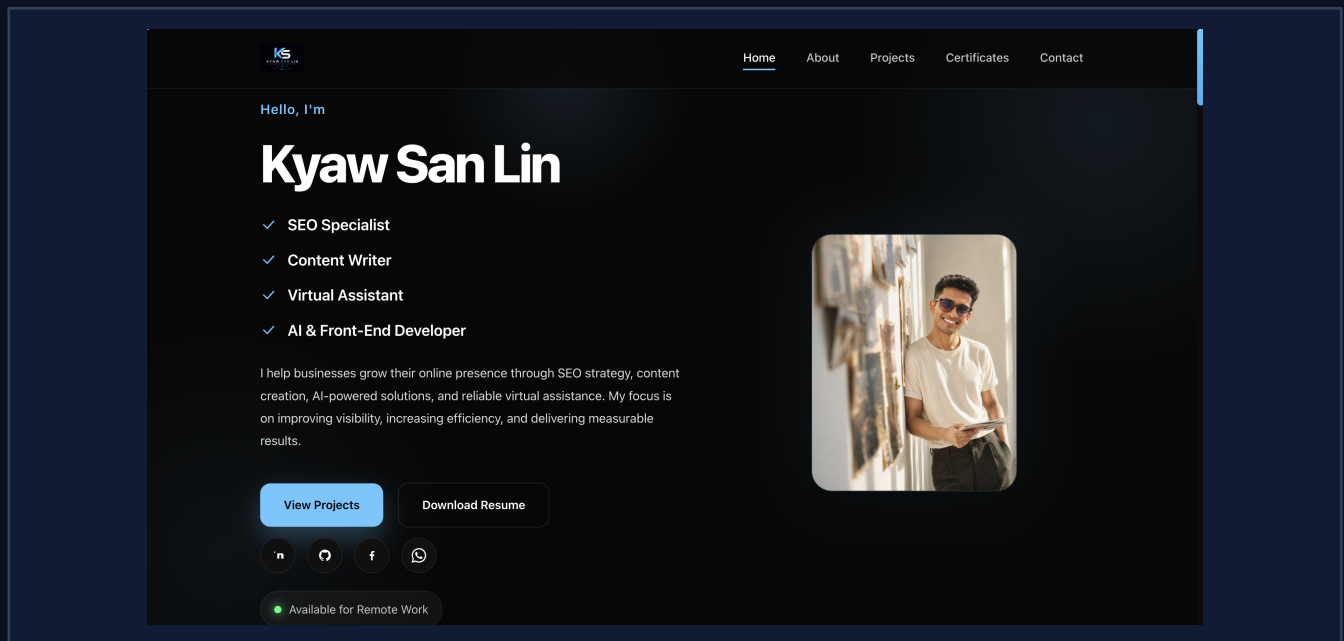


PROJECT CASE STUDY

KyawSanLin.com Personal Portfolio Website

A recruiter-facing overview of how this portfolio was designed, built, optimized for search engines, tuned for performance, and deployed to production.



PREPARED BY

Kyaw San Lin

SEO Specialist & Front-End
Developer

WEBSITE

kyawsanlin.com

Deployed on Vercel

STATUS

Live & Indexed

August 2026

EXECUTIVE SUMMARY

One-Page Overview

What the project is, why it was built, and the outcomes it has achieved so far.

KyawSanLin.com is a single-page personal portfolio built to present Kyaw San Lin as an SEO Specialist, Content Writer, Virtual Assistant, and AI & Front-End Developer. The site is coded in plain HTML, CSS, and JavaScript, and organized into five sections accessible from a fixed navigation bar: Home, About, Projects, Certificates, and Contact.

The purpose of the project was to give recruiters and hiring managers a fast, credible way to evaluate real, working skills rather than a written claim. Instead of only listing SEO and front-end development as skills, the site itself is the proof: it is technically optimized, indexed by Google, monitored with analytics, and deployed through a proper CI/CD pipeline.

100 LIGHTHOUSE SEO SCORE	100 ACCESSIBILITY SCORE	99 PAGESPEED DESKTOP	22 PRODUCTION DEPLOYMENTS
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Snapshot

Built, optimized, and shipped end-to-end

Every stage of the project — planning, coding, SEO, performance tuning, deployment, and monitoring — was carried out and documented by Kyaw San Lin, from the first commit on GitHub to the live, custom-domain deployment on Vercel.

Main technologies used: HTML5, CSS3, JavaScript, Git & GitHub, Vercel, Google Search Console, and Google Analytics.

PROJECT OVERVIEW

Goals, Audience, and Stack

The foundation the project was planned and built on.

Project Goals

- Build a fast, professional portfolio that communicates real technical and SEO skill.
- Make the site fully discoverable and indexable by search engines from day one.
- Give recruiters a five-minute path to understand who Kyaw San Lin is and what he can do.
- Keep the codebase simple, readable, and easy to maintain without a framework.

Target Users

- Recruiters and HR teams screening candidates for SEO, content, or front-end roles.
- Engineering and digital-marketing managers evaluating hands-on technical ability.
- Potential freelance or remote clients looking for a virtual assistant or web specialist.

Technology Stack

Layer	Technology	Notes
Markup & Styling	HTML5, CSS3	Hand-written, no front-end framework
Interactivity	JavaScript	Vanilla JS via script.js
Hosting	Vercel	Custom domain: www.kyawsanlin.com
Version Control	Git & GitHub	Public repository, 24 commits

Development Tools

VS Code	GitHub	Vercel	Chrome DevTools
Lighthouse	PageSpeed Insights	Google Search Console	Google Analytics

DESIGN & DEVELOPMENT

How the Site Was Planned and Built

Structure, responsiveness, navigation, and the day-to-day workflow behind the project.

Planning & Structure

The site was planned as a single page with clearly separated sections — Home, About, Projects, Certificates, and Contact — linked from a sticky top navigation bar so visitors can jump straight to what they need. The homepage leads with a short, scannable introduction: role tags (SEO Specialist, Content Writer, Virtual Assistant, AI & Front-End Developer), a one-paragraph summary, and two direct calls to action, “View Projects” and “Download Resume.”

Responsive Design

Layout behavior is controlled with CSS media queries defined directly in style.css, including breakpoints at 992px and 768px that convert the two-column hero into a single centered column, switch the navigation into a mobile menu, and adjust button and content spacing for smaller screens. A prefers-reduced-motion query is also included so animations are disabled for users who have that accessibility setting turned on.

User Experience & Navigation

- Fixed top navigation with five sections: Home, About, Projects, Certificates, Contact.
- Clear primary and secondary call-to-action buttons in the hero section.
- Direct social links to LinkedIn, GitHub, Facebook, and WhatsApp.
- A visible “Available for Remote Work” status indicator for recruiters.

Development Workflow

Code is written locally in VS Code, committed to a public GitHub repository named “Portfolio,” and connected to Vercel for automatic deployment. Every push to the main branch triggers a new production build, which is how the project has reached 22 deployments and 24 commits to date. Recent commit history shows a consistent focus on refinement — for example, “Perf: Add mobile-optimized images, split preloads, set font display,” “Fix certificate layout and improve mobile modal,” and “Fix logo sizing and remove duplicate CSS conflicts.”

Iterative, evidence-based improvement

Rather than shipping once, the commit history shows repeated performance and layout passes — proof of an iterative workflow: build, measure with Lighthouse/PageSpeed, then fix.

SEO IMPLEMENTATION

Technical SEO, On-Page, and Structured Data

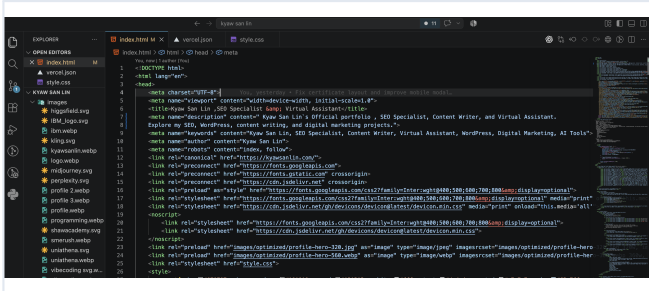
Every element below is visible directly in the site's source code and Search Console.

On-Page & Technical SEO

✓ Meta Title	“Kyaw San Lin, SEO Specialist & Virtual Assistant”
✓ Meta Description	Custom description summarizing services and focus areas
✓ Meta Keywords & Author	Targeted keyword list and author tag set
✓ Robots Meta Tag	content=“index, follow”
✓ Canonical Tag	https://kyawsanlin.com/
✓ Preconnect Tags	Google Fonts and CDN preconnected for faster loading

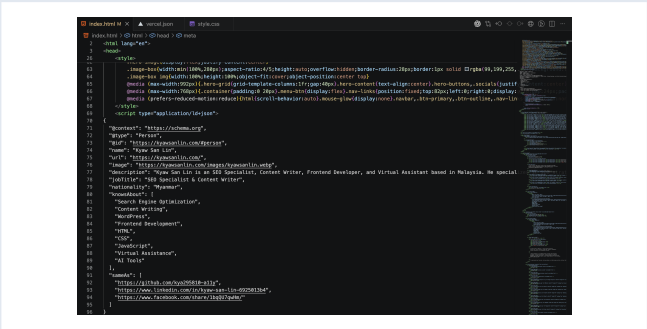
Structured Data (Schema.org)

A JSON-LD Person schema is embedded in the page head, giving search engines a structured profile: name, canonical URL, profile image, job title, nationality, a knowsAbout list (SEO, Content Writing, WordPress, Frontend Development, HTML, CSS, JavaScript, Virtual Assistance, AI Tools), and sameAs links to GitHub, LinkedIn, and Facebook.



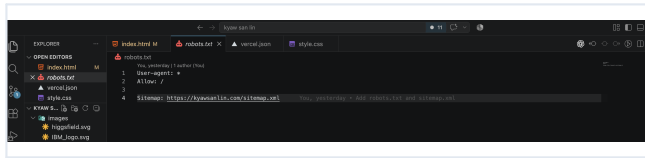
Meta Tags & Head Configuration

Title, description, keywords, robots, and canonical tags set in index.html — this is what tells Google what the page is and whether to index it.



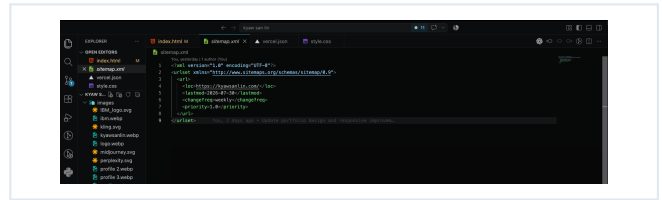
Structured Data (JSON-LD)

Person schema with job title, skills, and social profiles — helps Google understand identity and expertise for rich results.



robots.txt

Allows all crawlers and points to the XML sitemap, so search engines know exactly what to crawl.



sitemap.xml

Lists the site URL with a weekly change frequency and top priority, submitted to Search Console.

Image & Delivery Optimization

- Responsive image preloading with `imagesrcset`, serving 320px and 560px versions by viewport size.
- Modern WebP images used alongside JPEG fallbacks for broader browser support.
- Font and CDN stylesheets preconnected and preloaded to reduce render-blocking time.

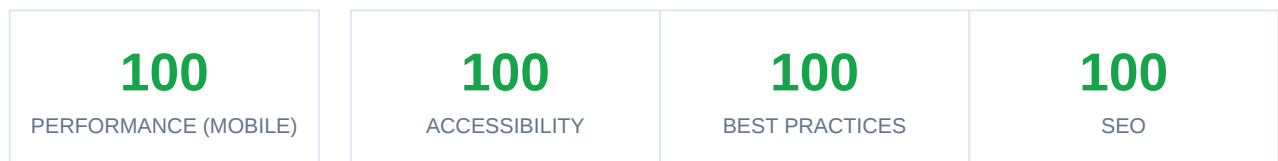
PERFORMANCE OPTIMIZATION

Lighthouse & PageSpeed Results

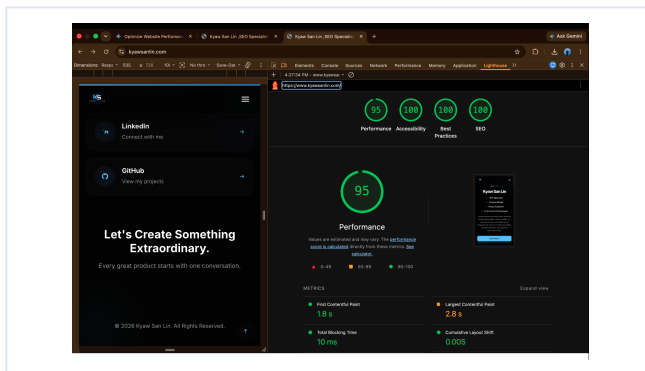
Core Web Vitals explained simply, backed by live audit screenshots.

Core Web Vitals measure how fast a page feels to a real visitor: how quickly the first content appears, how quickly the page becomes usable, and whether anything jumps around while loading. Higher scores mean a smoother, faster, more trustworthy experience — which is also a ranking factor in Google Search.

Lighthouse Audit Scores

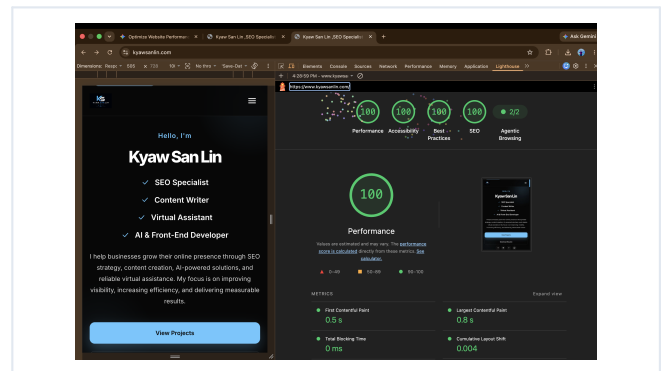


Mobile results shown reflect the most recent audit after image and font-loading optimizations; an earlier pass scored 95 on Performance before these fixes were applied.



Lighthouse — Mobile

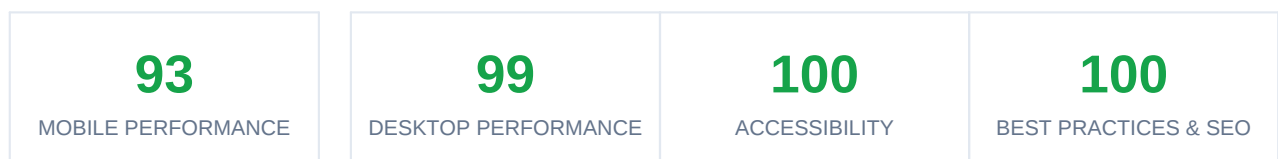
Performance 95, Accessibility 100, Best Practices 100, SEO 100 in Chrome DevTools.

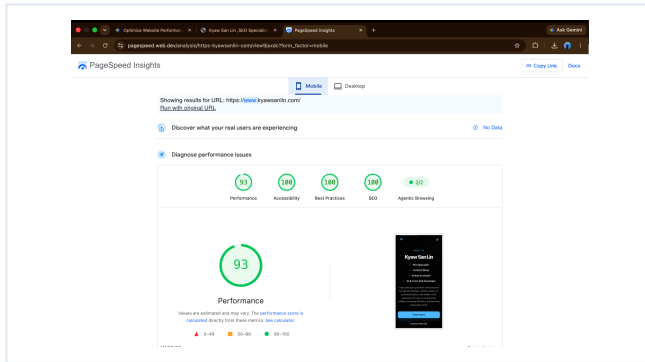


Lighthouse — Desktop

A follow-up audit reaching 100 across Performance, Accessibility, Best Practices, and SEO.

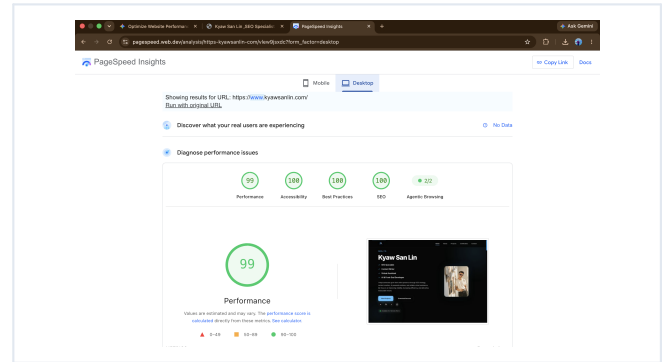
Google PageSpeed Insights





PageSpeed Insights — Mobile

Independent field test from pagespeed.web.dev confirming strong real-world mobile performance.



PageSpeed Insights — Desktop

Desktop score of 99, with Accessibility, Best Practices, and SEO all at 100.

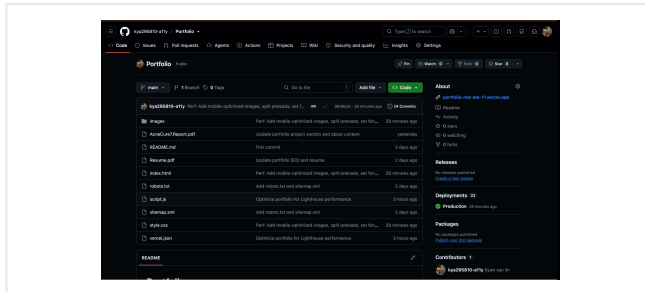
DEPLOYMENT & MONITORING

GitHub, Vercel, and Search Console

How the project ships to production and how it is tracked once it's live.

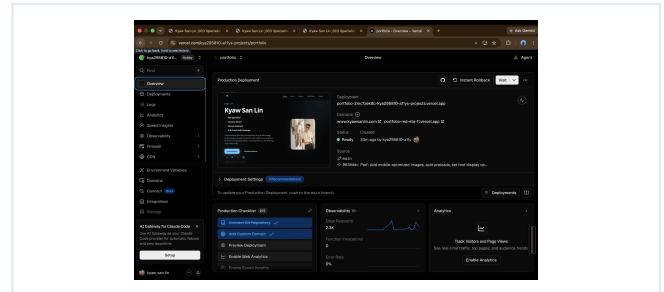
Source Control & Hosting

The codebase is version-controlled in a public GitHub repository ("Portfolio") with 24 commits, and connected directly to Vercel for continuous deployment. Every push to the main branch automatically builds and publishes a new production version — the project currently has 22 production deployments, all marked "Ready." The site is served from Vercel's edge network at the custom domain `www.kyawsanlin.com`, alongside the default `*.vercel.app` preview URL.



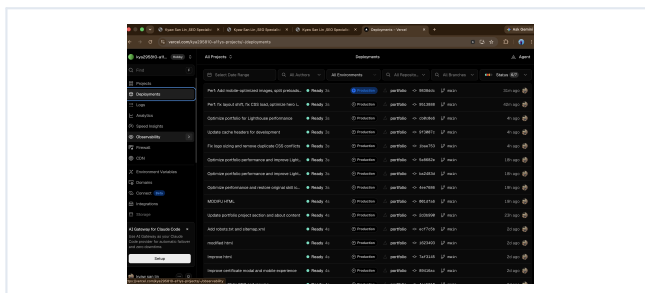
GitHub Repository

Public repository with 24 commits and a clear file structure: `index.html`, `style.css`, `robots.txt`, and `sitemap.xml`.



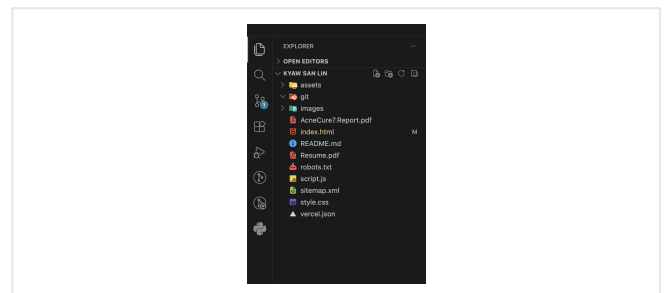
Vercel — Production Overview

Live production deployment on the custom domain, connected to the main GitHub branch.



Vercel — Deployment History

A running log of production deployments, each tied to a specific commit and build.

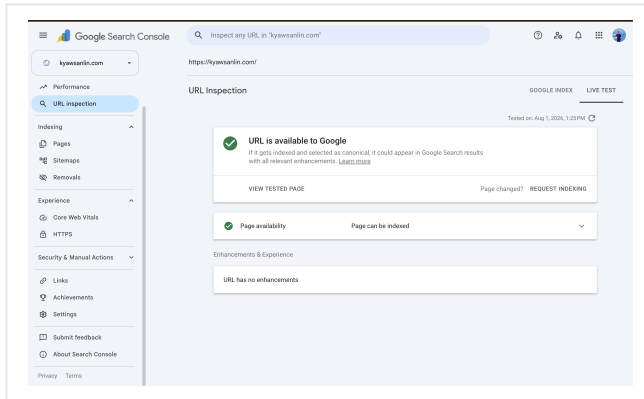


Project File Structure

A clean, framework-free file layout: `HTML`, `CSS`, `robots.txt`, `sitemap.xml`, and image assets.

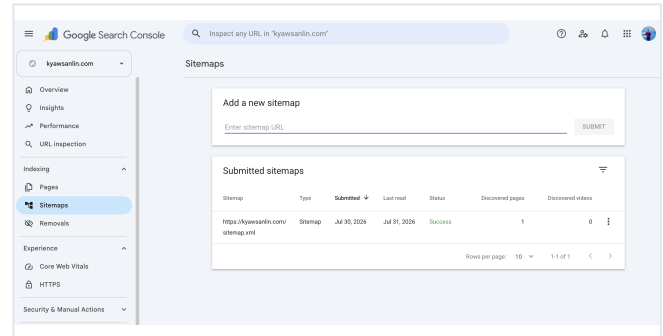
Search Engine Verification

Google Search Console confirms the homepage is available to Google and can be indexed, with no crawl or indexing errors reported. The submitted sitemap.xml was read successfully and shows a “Success” status with the page discovered.



Search Console — URL Inspection

Live test confirms the homepage is available to Google and eligible for indexing.

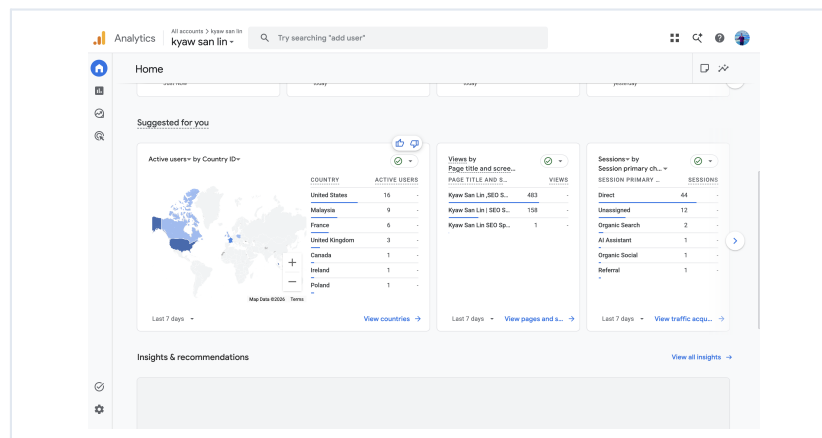


Search Console — Sitemaps

sitemap.xml submitted and read successfully, with the page discovered by Google.

Analytics & Real Traffic

Google Analytics is connected and actively tracking visitors. In the most recent seven-day window, the site recorded active users from the United States, Malaysia, France, the United Kingdom, Canada, Ireland, and Poland, arriving through Direct, Organic Search, Organic Social, Referral, and AI Assistant channels.



Google Analytics — Home Overview

Real visitor activity by country and traffic channel, confirming the site is live, indexed, and receiving genuine traffic.

RESULTS & OUTCOMES

What the Project Achieved

A summary of the measurable state of the site today.

✓ Fully responsive portfolio	Live in production across mobile and desktop
✓ Complete technical SEO	Meta tags, canonical, robots.txt, sitemap.xml, and schema markup
✓ Verified by Google	URL confirmed indexable via Search Console live test
✓ Sitemap submitted	Read successfully with "Success" status
✓ Analytics connected	Tracking real visitors across 7+ countries
✓ High Lighthouse scores	Up to 100 in Performance, Accessibility, Best Practices, and SEO
✓ Strong PageSpeed results	93 mobile / 99 desktop on Google's own testing tool
✓ Continuous deployment	22 production deployments via GitHub → Vercel

From code to a fully monitored, indexed production site

This project demonstrates a complete web delivery cycle — not just writing HTML and CSS, but shipping, verifying, and monitoring a real website the way a professional team would.

SKILLS DEMONSTRATED

Practical Skills Shown Through This Project

Each item below is backed by direct evidence earlier in this report.

HTML5	CSS3	JavaScript	Responsive Design
Technical SEO	Schema / Structured Data	Meta Tag Strategy	XML Sitemaps
Google Search Console	Google Analytics	Git & GitHub	Vercel Deployment
Performance Optimization	Core Web Vitals	Debugging & Iteration	Documentation

Why It Matters for Employers

Together, these skills show more than isolated knowledge of SEO or front-end code — they show the ability to plan, build, launch, verify, and monitor a real product end to end. That is the same cycle used for client websites, internal tools, and marketing pages in a professional setting.

Thank You for Reviewing This Case Study

KyawSanLin.com reflects a complete, working example of building, optimizing, deploying, and documenting a professional website — from the first line of code to a live, indexed, analytics-monitored production site.

[Visit kyawsanlin.com](https://kyawsanlin.com)

Kyaw San Lin • SEO Specialist & Front-End Developer

Live PageSpeed Insights report: pagespeed.web.dev/analysis/https-kyawsanlin-com/vlew9jsxdc?form_factor=mobile