

Amirali Yaghouti

Level 1 WooCommerce Performance & Automation Engineer

I turn slow, fragile WordPress stores into faster, safer and automation-ready commerce platforms through custom plugin architecture, performance diagnostics, API design, n8n workflows, CRM tooling and AI-assisted engineering.

65+	10+	67%	96%	87%
Documented projects	Production plugins / MU-plugins	Faster archive pages	Less cart bot noise	Action Scheduler queue reduction

Core Engineering System

Diagnose: slow pages, heavy routes, checkout risk, API pressure and database growth. Architect: modular plugins, safe cache boundaries, data snapshots, admin controls and rollback paths. Build: WooCommerce modules, APIs, dashboards, n8n workflows and Python automations. Measure: before/after KPIs tied to speed, reliability and manual-work reduction.

Signature Offer

WooCommerce Performance & Operations Audit: a focused technical review covering caching, database load, checkout risk, plugin bloat, REST/API pressure, bot noise, automation opportunities and an implementation roadmap.

Selected Case Studies

A2 Fast Archive Filters

Rebuilt WooCommerce archive filtering for large catalogs using dependent modal filters, smart price buckets, cache versioning and fallback-safe rendering. Outcome: archive p95 improved by around 67%, from 5.2s to 1.7s.

A2 MU Fullpage Microcache

Guest-only HTML microcache with safe bypass and invalidation rules for WooCommerce and Elementor updates. Outcome: PDP TTFB reduced by around 61%, from 2.3s to 0.9s.

Searchwiz Product Snapshot API

Snapshot product APIs that decouple front-end or external consumers from expensive live WooCommerce queries. Outcome: product endpoint p95 improved from roughly 1.9s to 0.42s.

A2 CRM + In-Person Orders

Custom CRM and operator workflow layer with customer history, conversation routing, in-person order handling, notifications and management reporting.

n8n Operations Automation

Workflow orchestration connecting WooCommerce, Telegram, Google Sheets, CRM events and AI summaries with human-review checkpoints and failure branches.

Skill Architecture

WooCommerce Core

PHP, WordPress Core, WooCommerce hooks, checkout/cart logic, custom plugins, MU-plugins, Action Scheduler, WP Cron, Elementor.

Performance & Diagnostics

LiteSpeed, microcache, REST shield, query reduction, autoload control, transient cleanup, SQL analysis, log forensics, TTFB/KPI tracking.

Automation & AI

n8n, webhooks, Telegram bots, Google Sheets API, CRM routing, human approval, scheduled workflows, AI summaries, AI agents.

Data & Reporting

Python, crawlers, CSV/Excel pipelines, API extractors, GSC, GA4, Clarity, validation and operational logs.

Product & UX

Responsive UX, admin dashboards, motion UI, premium frontend systems, accessibility and conversion-aware interfaces.

Security & Ops

API firewalls, rate limits, allowlists, bot noise control, Google APIs, SMS providers, VoIP, PWA push and monitoring.

Contact

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