

## On-Page SEO Specialist

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Company: PremierBPO

Location: Lahore

Category: other-general

Premier BPO is a Business Process Outsourcing company. Premier BPO combines technology, people and customer needs to produce a synergistic blend of customized solutions: Call Centres, Back Office Processes, Customer Care, IT Services, and Technical Support. Our outsourcing solutions are jointly conceived and seamlessly integrated with the customer's practices. The new end-to-end process delivers cost savings, enhanced customer satisfaction, metrics, reports, and analytics. We also provide marketing and sales support capabilities to our customers so they can capture a larger pie of their target market.

**Responsibilities:** Conduct comprehensive on-page SEO audits for healthcare websites, identifying areas for optimization specific to the industry. Develop and implement on-page SEO strategies tailored to healthcare industry requirements, to improve website visibility and search engine ranking. Optimize website content, meta data, and tags with a healthcare-focused approach to improve website crawlability and relevance. Conduct keyword research with a focus on healthcare industry topics and trends to inform content development and optimization strategies. Monitor website performance and track key SEO metrics using web analytics tools, specifically in the context of healthcare industry requirements. Collaborate with the content writer, website developer, and off-page SEO specialist to ensure a cohesive SEO strategy aligned with healthcare industry standards.

**Experience and command over GA4 and its complete principals.**

**Requirements:** 4 – 5 years of experience in on-page SEO optimization, with a proven track record of improving search engine ranking and website traffic preferably in the healthcare industry. Strong understanding of search engine algorithms, ranking factors, and best practices in the context of on-page seo. Experience with SEO tools such as

Google Analytics, Search Console, SEMrush, Ahrefs, etc. Excellent communication skills, with the ability to work independently and collaboratively. Prior BPO and American market experience is preferred. Skills: Positive attitude and focus on customer service with excellent communication skills. Ability to work in a fast-paced environment – juggling shifting and even conflicting priorities. Great analytical skillset (Excel expert). Ability to work independently. Creative skills for contributing new and innovative ideas. Strong team skills. What we offer: Market competitive salary, Learning & Development, Provident Fund, EOB, Medical Coverage (IPD), Life Insurance. #J-18808-Ljbfrr

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