

Search Engine Optimization (SEO) Specialist

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Company: MS Audit

Location: Islamabad

Category: other-general

Job DescriptionWe are seeking a highly skilled and experienced SEO Specialist to join our marketing team. The ideal candidate will have a deep understanding of SEO strategies, tools, and practices to significantly improve our website's visibility on major search engines. This role involves conducting keyword research, optimizing website content, building backlinks, and analyzing SEO performance to drive traffic and achieve higher rankings. The SEO Specialist will work closely with our content, marketing, and web development teams to ensure our online presence aligns with our marketing goals.

Responsibilities:Conduct thorough keyword research to guide content teams in creating high-ranking content.Optimize website content, landing pages, and paid search copy to improve rankings and user experience.Develop and implement effective SEO strategies that align with our business objectives.Monitor daily performance metrics to understand SEO strategy performance.Collaborate with content and marketing teams to drive SEO in content creation and content programming.Stay updated with the latest SEO and digital marketing trends and changes.Analyze competitors' SEO strategies and adjust our approach accordingly.Manage and improve organic search engine performance and goal-setting based on click-through rates, traffic, and conversions.Perform ongoing keyword discovery, expansion, and optimization.Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.

Job SpecificationProven experience as an SEO Specialist or similar role.Experience with SEO reporting and web analytics tools (e.g., Google Analytics, WebTrends).Knowledge of ranking factors and search engine algorithms.Up-to-date with the latest trends and best practices in SEO and SEM.Excellent

verbal and written communication skills. Ability to work within a team and independently. Strong organizational, time management, and analytical skills. Familiarity with content management systems (e.g., WordPress) and proficiency in HTML/CSS. Bachelor's degree in Marketing, Information Technology, or related field is a plus.

#J-18808-Ljbffr

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