

Search Engine Optimization (SEO) Specialist

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Company: Quaid Technologies

Location: Rawalpindi Cantonment

Category: sales-and-related

Search Engine Optimization (SEO) Specialist Quaid Technologies, Pakistan Quaid Technologies is looking for an SEO Specialist who will provide reliable, polished work, manage projects, details and tasks, as well as offer new ideas. The Search Engine Optimization (SEO) Specialist will help develop and launch strategies to support clients' search marketing initiatives. Job Specification Learn client business, objectives, brand voice, metrics, & market Create client and competitor analyses Write SEO copy, tags, occasional blog posts Create client friendly deliverable documents and presentations Monitor, track, evaluate and report performance On and Off Page SEO analysis and auditing Optimizing copy for websites and landing pages Keyword research and optimization Develop and implement link building campaigns Copy writing for social media, blogging & e-newsletters Excellent written and verbal skills Knowledge of HTML Proficient in Microsoft Excel & PowerPoint Experience with Web Analytics Ability to work efficiently and independently Experience with Google Adwords/Microsoft Adcenter Google Adwords Certification (optional) Google Analytics Certification (optional) Must have previous online marketing experience Information Technology and Services - Rawalpindi, Pakistan

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