

## Senior Link Builder (SEO, SMM)

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Company: Gillan E Solutions

Location: Lahore

Category: other-general

The senior SEO Link Builder will work with the SEO Managers in increasing web properties' rankings primarily by increasing the number and quality of links pointed to these properties. The Link Builders' work will drive millions of users per year to our websites and will contribute meaningful business value. High-quality incoming links are a key determinant of which websites appear to a search query in Google (& Yahoo), and the ability to develop these links is a highly valuable skill in this position. Principal Duties and Responsibilities: The SEO Link Builder will be responsible for the full-cycle of link-building initiatives: planning, coordinating, executing, tracking, analyzing, and then repeating. Examples of these responsibilities would include:- Contacting relevant blogs/news outlets to get them writing about our product's websites- Getting how-to & resource-oriented websites to link to our sites- Submitting sites to relevant web-directories- Coordinating guest-posts for our expert-writers onto other websites- Developing & implementing other ways to acquire incoming website links Job Specification Knowledge, Skills and Abilities Required: -

Excellent communication comfort with being on the phone and communicating through emails

- Organization and good judgment
- Comfort with the web and computers
- Positive attitude with an optimistic and energetic disposition
- Multi-tasking and good MS Office skills
- Ability to complete assigned tasks within deadlines and learn advanced strategies
- Content Writing

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