

Senior SEO/ SEM Manager

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Company: IBG Digital

Location: , Islamabad Capital Territory, Pakistan

Category: sales-and-related

Senior SEO/ SEM Manager IBG Digital, Pakistan Responsible for improving a company's organic search results. Creates and launches SEO campaigns, identifies areas of improvement, runs PPC campaigns, and attempts to improve the clients' sites' rankings in major search engines. PRIMARY RESPONSIBILITIES Review and analyze client sites for areas that need to improved, deleted, or revised. Prepare detailed strategy reports. Identify the least expensive but most powerful and profitable keywords for client sites. Improve a company's organic search results. Write effective headlines, body copy, and websites. Ensure websites are filled with optimal keywords. Place keywords appropriately in copy to gain most search engine traffic. Write original, powerful SEO content for blogs and websites. Implement off-page SEO content strategies such as coding. Effectively use header tags. Keep abreast of white hat and black hat tactics so as not to violate search engine guidelines. Strategize ways to improve and track site performance. Compile and present SEO performance reports. Adjust PPC campaigns as needed. Consult with independent web designers to improve the navigation of a site to enhance its search engine ranking. Utilize basic programming and web design skills to enhance SEO. Create advanced SEO strategies. Evaluate product offering, traffic, landing page quality, content, design, security, payment options, shipping options, demographics of prospective customers when determining keywords and campaigns. Job Specification Good Knowledge of Google Algorithms Web Design and Development - Basic knowledge Marketing and Advertising - Islamabad, Pakistan

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