

Senior Technical Search Engine Optimization (SEO) Specialist

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Company: pavago

Location: , , Pakistan

Category: business-and-financial-operations

Location: Remote Job Type: Full-time Working Time Zone: EST or Pacific (US time zone) Are you a Technical SEO genius looking for a new challenge? If you have a knack for enhancing website visibility and a passion for diving deep into analytics and algorithms, we have the perfect opportunity for you. About Pavago: Pavago is a recruitment platform that helps US-based companies find top-notch talent. We're all about connecting skilled professionals like you with great opportunities to shine in a competitive world. Benefits of Joining Our Client through Pavago: Compete on a Global Stage: Secure a position with some of the most influential companies worldwide. Through Pavago, you gain access to premium, top-tier organizations where your skills can make a significant impact on a global scale. Competitive Salary: Enjoy compensation that not only reflects your skills and experience but also matches the top industry standards. Our clients understand the value of exceptional talent and are committed to rewarding it accordingly. Remote Work Flexibility: Embrace the freedom to work from anywhere. Job Responsibilities: Keyword Research and Clustering: Conduct extensive research to identify and group keywords that maximize content visibility and search relevance. Develop and refine strategies for keyword clustering to guide content creation and site optimization efforts. Technical SEO Audits and Site Optimization: Perform detailed SEO audits to assess website health and identify technical issues impacting site performance. Implement changes directly to improve site structure, enhance search engine indexing, and increase page speed. Backlink Analysis and Strategy Development: Analyze existing backlink profiles to evaluate their impact on domain authority and search rankings. Develop and execute strategies to acquire high-quality backlinks and disavow harmful links. Front-

End SEO Implementation: Utilize front-end programming languages like HTML, CSS, and JavaScript to make structural changes, optimize site elements, and ensure all content is SEO-friendly. Performance Monitoring and Analytics: Regularly monitor and analyze website performance metrics using tools like Google Analytics, Google Search Console, and other SEO platforms. Use insights from data to optimize strategies and report on SEO progress. SEO Trend Adaptation: Stay informed of the latest SEO trends, tools, and algorithm updates. Quickly adapt strategies to align with new search engine guidelines and best practices to maintain and improve search rankings. Content Management and On-Site SEO Optimization: Take a hands-on approach to manage and optimize on-site content. Implement SEO tactics such as meta tags, headers, alt text, and internal linking to drive organic traffic and improve user engagement. Site Architecture Development: Build and maintain an SEO-friendly site architecture. Ensure navigational structure supports SEO goals, enhances user experience, and facilitates optimal crawling and indexing by search engines. UI/UX Analysis for SEO Impact: Regularly evaluate the user interface and user experience elements of the website to ensure they contribute positively to SEO goals. Implement UI/UX improvements that enhance site accessibility, engagement, and retention, while aligning with SEO best practices. Job Requirements and Qualifications: Education: Bachelor's degree in Information Technology, Computer Science, Marketing, or a related field. Experience in SEO: Minimum of 5 years of experience in a technical SEO role with proven track record of successful SEO strategy implementation. Front-End Development Skills: Strong proficiency in HTML, CSS, and JavaScript. Ability to implement front-end code changes to optimize site for SEO and user experience. SEO Tools Proficiency: Expert knowledge of SEO tools and platforms such as Google Analytics, Google Search Console, SEMrush, Moz, Ahrefs, and others relevant to keyword research, backlink analysis, and SEO performance monitoring. Analytical Skills: Strong analytical skills with the ability to analyze data from various sources, interpret analytics, and make data-driven decisions to improve SEO performance and strategy. Understanding of Current SEO Practices: Up-to-date knowledge of the latest SEO trends, updates, and best practices, including understanding of search engine algorithms and ranking factors. Project Management Skills: Ability to manage multiple projects simultaneously, with strong organizational and prioritization skills. Communication Skills: Excellent communication skills, both verbal and written, to effectively collaborate with cross-functional teams and present SEO strategies and results to stakeholders. UI/UX Knowledge: Understanding of basic principles of User Interface and User Experience design and how they

relate to SEO. Ability to analyze and suggest improvements that enhance user engagement and site performance. Problem-Solving Abilities: Strong problem-solving skills with a capacity to devise and implement effective solutions to SEO challenges. Self-Motivated: Independent and self-motivated with the ability to work effectively in a fully remote environment. Interview Process at Pavago: Initial Phone Call: A brief conversation to discuss your background and the role. First Interview: In-depth discussion about your technical skills and experiences. Technical Assessment: Evaluation of your technical SEO knowledge and problem-solving abilities. Second Interview with Client: Meeting with the prospective client to ensure a good fit. Background and Reference Check: Verification of professional references and background details. Offer Placement: If selected, a job offer will be extended, aligning with US EST or PT.

#J-18808-Ljbffr

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