

## SEO & CRO Specialist

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Company: Suavesol

Location: Lahore

Category: other-general

### SEO & CRO Specialist

Warning : Undefined array key 0 in/home/suavlbfg/public\_html/wp-

content/themes/x/header.phpon line135Warning : Attempt to read property name on null

in/home/suavlbfg/public\_html/wp-content/themes/x/header.phpon line135

We are seeking a highly skilled and experienced E-commerce SEO and CRO Specialist to join our dynamic team. As the E-commerce SEO and CRO Specialist, you will play a crucial role in optimizing our online presence for search engines and improving the overall conversion rate of our e-commerce platform. The successful candidate will have a deep understanding of SEO best practices, and a proven track record of driving organic traffic and improving website conversion rates.

**Responsibilities**Develop and execute comprehensive SEO strategies to improve the online visibility of our e-commerce website.

Conduct keyword research, and competitor analysis, and stay updated on industry trends to ensure effective SEO campaigns.

Optimize website content, meta tags, and other on-page elements for search engines.

**Technical SEO:**Audit and optimize website structure, crawlability, and indexability for search engines.

Collaborate with web development teams to implement technical SEO recommendations.

Monitor and resolve SEO issues, such as Core web vitals issues, crawl errors, duplicate content, and broken links.

**Content Optimization:**Create and optimize engaging, high-quality content for product pages,

blog posts, and other areas of the website.

Develop and execute a content strategy aligned with SEO goals and user intent.

Conversion Rate Optimization (CRO): Analyze user behavior through tools like heatmaps, user recordings, and analytics to identify areas for improvement in the conversion funnel.

Implement A/B testing and multivariate testing to optimize website elements such as landing pages, product pages, and checkout processes.

Collaborate with UX/UI designers and developers to improve website usability and user experience.

Analytics and Reporting: Monitor and report on key performance indicators (KPIs) related to SEO and CRO efforts.

Provide regular updates to the Manager on the progress of SEO and CRO initiatives.

Requirements: Proven experience as an E-commerce SEO Specialist and CRO Specialist.

In-depth knowledge of SEO best practices, search engine algorithms, and ranking factors.

Familiarity with e-commerce platforms and related technologies.

Strong analytical skills with the ability to interpret data and make data-driven decisions.

Experience with SEO tools such as Google Analytics, Search Console, Ahrefs, etc.

A/B testing and CRO implementation experience.

Excellent communication and collaboration skills.

Education and Certifications: Bachelor's degree in Marketing, Computer Science, or a related field.

SEO and CRO certifications are a plus.

Experience: SEO : 5 years (Required)

CRO: 2 years (Required)

Note: Please include a portfolio or samples of your previous work when applying for this position.

If you are passionate about optimizing e-commerce websites for both search engines and users, and you thrive in a fast-paced, collaborative environment, we encourage you to apply. Join us in shaping the online success of our e-commerce platform through effective SEO and CRO strategies.

The HR Department will add other things according to the suave solutions policy.

Job Information Industry IT Services Salary Market Competitive Work Experience SEO : 5 years (Required)

CRO: 2 years

(Required)Positions1CityLahoreState/ProvincePunjabCountryPakistanZip/Postal  
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