

## SEO & Digital Marketing Specialist

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Company: Bytologics

Location: Karachi Division

Category: sales-and-related

We are is looking for an SEO & Digital Marketing Specialist to join our team. The primary role of the Digital Marketing Specialist is to support business with all SEO, digital marketing and web management activities. Devise strategies directed at securing new business; raising brand awareness in the marketplaces and building their reputation in the consumer market. Delivering SEO projects with specific focus on on-site and technical audits. Tracking key clients' KPIs and producing reports to inform them of SEO performance and areas for improvements. Utilising skills in Google Analytics and Google Tag Manager to ensure optimum SEO performance for a number of key clients. Job Specification Sound knowledge of SEO tools Solid understanding of performance marketing, conversion, and online customer acquisition Proven experiences in conducting on-site and technical audits using a range of SEO tools with the ability to articulate findings to clients effectively. Sound knowledge of Google Analytics with experience in Google Tag Manager and AdWords an added bonus. Strong communication and written skills with a desire to deliver continued excellence to a variety of clients. Information Technology and Services - Karachi, Pakistan About Us Bytologics is a company established in a result of ongoing thinking about the growing needs of IT services in Pakistan and other parts of the world. We think and believe in ourselves that we have the capability to step into this market and develop mustakbil.com asks for your consent to use your personal data to: perm\_identity Personalised ads and content, ad and content measurement, audience insights and product development devices Store and/or access information on a device Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. Look for a link

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