

SEO Expert

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Company: Zenithinnovations

Location: , , Pakistan

Category: other-general

Zenith Innovations, a dynamic software company based in Islamabad, Pakistan, is seeking a talented SEO Expert to join our team. As an SEO Expert, you will play a crucial role in driving organic traffic to our websites and optimizing our online presence for maximum visibility and performance. This is an exciting opportunity to leverage your expertise in search engine optimization to enhance our digital marketing efforts and contribute to the success of our innovative projects.

Responsibilities

- Develop and execute comprehensive SEO strategies to improve the organic search ranking of our websites.
- Conduct keyword research and analysis to identify relevant and high-traffic keywords for targeting.
- Optimize website content, including meta tags, headings, and on-page elements, for improved search engine visibility.
- Implement technical SEO best practices, including website structure optimization, schema markup, and XML sitemap management.
- Monitor and analyze website performance using SEO tools and Google Analytics to track key metrics and identify areas for improvement.
- Perform competitive analysis to identify trends, gaps, and opportunities for our SEO efforts.
- Collaborate with content creators and developers to implement SEO recommendations and best practices.
- Stay updated on industry trends, algorithm changes, and new SEO tools and techniques to ensure our strategies remain effective.
- Generate regular reports on SEO performance, highlighting key metrics, insights, and recommendations for optimization.
- Work closely with marketing and web development teams to align SEO strategies with overall business goals and objectives.

Requirements

- Bachelor's degree in Marketing, Digital Marketing, Computer Science, or a related field.
- Proven experience as an SEO Specialist or SEO Analyst, with a strong track record of improving organic search

performance. In-depth knowledge of SEO best practices, algorithms, and ranking factors. Proficiency in SEO tools such as SEMrush, Moz, Ahrefs, Google Analytics, and Google Search Console. Experience with website analytics and tracking tools to analyze and interpret data. Excellent analytical skills and attention to detail, with the ability to analyze data, draw insights, and make data-driven decisions. Effective communication and collaboration skills, with the ability to work cross-functionally and communicate SEO concepts to non-technical stakeholders. Proactive attitude and ability to thrive in a fast-paced, dynamic environment. Creative thinking and problem-solving skills to develop innovative SEO strategies and solutions. Zenith Innovations facilitates you with its deeper knowledge and strategic plans. We bring your ideas to life and create the exact that's in your mind. We believe in mission and understand how to achieve it. Plaza 135, 4th Floor Block-C, Civic Center Bahria Town Phase-4 Islamabad Copyright by Zenith Innovations. All Right Reserved. #J-18808-Ljbffr

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