

SEO Manager

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Company: Shopup Enterprises

Location: Lahore

Category: other-general

A Search Engine Optimization (SEO) Expert/Specialist's main role is to analyze, review and implement changes to websites so they are optimized for search engines. This means maximizing the traffic to a site by improving page rank within search engines.

An SEO Expert/Specialist will develop original content to include keyword or phrases that will increase traffic to a site. They may also test and implement various search engine marketing techniques, web site layouts and advertising for search engine optimization.

SEO Experts/Specialists work to increase websites visibility on Internet search engines. SEO specialists may work as consultants, helping various clients improve their websites,

Job Specification Analyzing, reviewing and making changes to websites so they are optimized for search engines;

Link building

Studying competing websites and learning from their SEO efforts.

Developing strategy for increasing in-bound traffic

Making the site search engine readable by working with meta tags & robots.txt files.

Deciding Page titles, headers, sub-headers

choosing optimized domain and web page names for the website

developing original content to include key phrases and effective headlines to receive increased traffic

keyword research and manipulation

testing various search engine marketing techniques and web designs;

liaising with various clients and departments

strategizing ways to improve optimization and explaining the need for changes to an existing site

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