

## SEO Specialist

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Company: The White Hat Company

Location: Karachi

Category: other-general

### SEO Specialist

The White Hat Company, Pakistan  
Optimizing copy and landing pages for search engine optimization

Performing ongoing keyword research including discovery and expansion of keyword opportunities

Researching and implementing content recommendations for organic SEO success

Track, report, and analyze website analytics.

Perform ongoing keyword discovery, expansion and optimization

Research and analyze competitor links

Develop and implement link building strategy

Work with the development team to ensure SEO best practices are properly implemented on newly developed code

Work with editorial and marketing teams to drive SEO in content creation and content programming

Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords

Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI.

Job Specification  
Solid understanding of performance marketing, conversion, and online customer acquisition

In-depth experience with website analytics tools (e.g, Google Analytics, Google Tag Manger,

Google Search Console, Ahrefs, Cogantive SEO, Semrush, StatCounter)

Experience with A/B and multivariate experiments

In-depth Knowledge of ranking factors and search engine algorithms

Up-to-date with the latest trends and best practices in SEO and SEM

Information Technology and Services - Karachi, Pakistan

#J-18808-Ljbffr

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