

SEO Specialist – Karachi

Description

We are looking for an SEO/SEM expert to manage all search engine optimization and marketing activities.

You will be responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks. You will also manage all SEM campaigns on Google, Yahoo and Bing in order to maximize ROI.

Responsibilities

Include:

- 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

Qualifications

- Bachelor's Degree in Marketing or Communications preferred, other degrees considered
- One to three years required with Search Engine Optimization (SEO)
- Proficient in Microsoft Outlook, Word, Excel and PowerPoint
- Google Analytics, Adobe Analytics, Coremetrics, or similar experience
- SearchDex Verdandi or similar experience
- Websphere, Magento, Shopware Commerce or other content management systems
- Experience working with web retailer on Search Engine Optimization and other digital marketing campaigns (e.g. SEM, CSE)
- Knowledge of Website optimization best practices
- Strong familiarity with search engine algorithms, keyword searched, and SEO software tools.
- Knowledge of Internet-related technologies, new media, and current web trends including analytics and social media
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Knowledge of ranking factors and search engine algorithms
- Up-to-date with the latest trends and best practices in SEO and SEM.
- Excellent written & Verbal Communication Skills
- Business acumen
- Customer-service oriented
- Strong interpersonal & client consultation skills
- Self-motivated & results oriented
- Strong presentation skills
- Execution skills
- Project management knowledge
- Ability to drive projects & manage project teams

Hiring organization

BrandCrock GmbH e-Commerce web development Agency

Beginning of employment

As soon as Possible

Duration of employment

unlimited

Industry

Marketing

Job Location

Suite # 705, 7th Floor Park Avenue P.E.C.H.S Block 6, Shahrah-e-Faisal, 75400, Karachi, Sindh, Pakistan

Working Hours

10 AM to 7 PM

Base Salary

CUR. 30,000 PKR - CUR. 50,000 PKR

Date posted

August 20, 2021

- Ability to work effectively in a team environment
- In-depth analytical skills
- Strong detail orientation
- Superior organizational abilities
- Process & procedure oriented