

# DAR BPO

<https://darbpo.com/job/search-engine-optimization-specialist/>

## Search Engine Optimization Specialist

### Description

DAR BPO is looking for a highly skilled Search Engine Optimization Specialist to join our team. The successful candidate will be responsible for developing and implementing SEO strategies for our clients' websites and improving their search engine rankings. The ideal candidate will have a deep understanding of SEO best practices, excellent analytical skills, and the ability to work effectively in a team environment.

### Skills

- Deep understanding of SEO best practices, including keyword research, on-page optimization, and link building
- Experience with SEO tools such as Google Analytics, SEMrush, and Moz
- Excellent analytical skills with the ability to interpret complex data
- Strong communication and collaboration skills to work effectively in a team environment
- Ability to prioritize and manage multiple projects simultaneously
- Strong problem-solving skills and attention to detail

### Qualifications

- Expertise in search engine algorithms and the ability to interpret complex search engine ranking factors to optimize websites for better search engine rankings.
- Strong prioritization skills and the ability to manage multiple projects simultaneously while meeting deadlines and maintaining high-quality standards.
- Excellent critical thinking skills to identify and analyze problems, evaluate options, and implement effective solutions.
- Knowledge and experience in content marketing and content writing to create compelling, search engine optimized content for websites and social media platforms.
- Basic understanding of HTML and XML, and experience in implementing on-page optimization techniques.
- Proficiency in reporting and analytics to monitor website traffic and user behavior, and to provide recommendations for improving website performance.
- 2+ years of experience in SEO or a related field with a proven track record of improving website rankings and traffic through SEO.
- Ability to work effectively in a fast-paced, dynamic environment with excellent organizational and project management skills.

### Education

- Bachelor's degree in marketing, communications, computer science, or a related field preferred, or equivalent experience.

### Number of Positions Available

3

### Employment Type

Full-time

### Beginning of employment

Immediate

### Industry

Information Technology

### Job Location

DAR BPO, Citi Housing Jhelum, Punjab, Pakistan

### Working Hours

8:00 pm to 5:00 am PKT Monday to Saturday

### Base Salary

(PKR) 75,000 - (PKR) 150,000

### Date posted

April 20, 2023

apply now