

JOB POSTING REQUEST FORM

Job Details

Reference #	CP-101-2021
Company Name	Emakina
Industry	Information Technology & Services
Vacancy	SEO Expert
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	FT
Major(s)	Arts and Graphic Design
Degree	BA
Years of Experience	Minimum 5
Location	Lebanon, Beirut
Remuneration & Benefits	NSSF+Insurance
Tasks & Responsibilities	<ul style="list-style-type: none"> • Develop optimization strategies that increase the company's search engine results rankings • Research SEO keywords to use throughout the company's website and marketing materials • Set measurable goals that demonstrate improvement in marketing efforts • Monitor daily performance metrics to understand SEO strategy performance • Efficiently communicate with other marketing professionals to align goals • Collaborate with others within the marketing department to manage SEO strategy • Write compelling and high-quality website content, including blog posts and page descriptions • Update content and website links for maximum optimization and search engine rankings • Reviewing and analyzing client sites for areas that can be improved and optimized • Preparing detailed strategy reports • Identifying powerful keywords to drive the most valuable traffic • Running PPC campaigns • Writing powerful calls-to-action to convert visitors • Filling websites and other content with effective keywords • Writing effective SEO content for blogs, websites and social media accounts • Developing link building strategies > • Analyzing keywords and SEO techniques used by competitors • Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines • Compiling and presenting SEO guidelines