

SEO Manager

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Company: Snaphunt

Location: Zambia

Category: other-general

The Offer

Strong opportunities to progress your career

Attractive Salary & Benefits

The Job

Responsibilities:

Plan, develop and implement our SEO strategy

Work towards organic search optimization and increasing organic traffic.

Regularly perform thorough keywords research

Identify key SEO KPIs

Monitor redirects, click rate, bounce rate, and other KPIs

Prepare and present reports regularly

Identify problems and deficiencies and implement solutions in a timely manner

Suggest improvements in process and productivity optimization

Collaborate with web developers and other teams

Stay up to date with the latest SEO, digital marketing latest trends and best practices

The Profile

3+ years of experience in SEO (Strong Technical SEO skills required)

Proven success in SEO for Revenue Generation

Familiarity with HTML, CSS, JavaScript, Google Tag Manager, Google Tracking

Knowledge of web analytics tools including Moz, Semrush, Google Analytics, etc.

In-depth knowledge of research principles and methods

Experience in analyzing data and deriving insights from it

Sense of ownership and pride in your performance

Critical thinker and problem-solving skills

Team player

Must be able to show past experience of how his/her work has impacted Revenue

U.S market experience is a MUST

comfortable working as per U.S shift timings

The Employer

Our client is a multinational professional services company providing services in Healthcare, Finance, Tech, and Academia

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