

SEO SPECIALIST

Job Type: Full-time, Contract & Onsite Job

About Us

At IT Solutions Hub, we pride ourselves on being a trusted partner for businesses seeking strategic digital marketing solutions. With extensive experience across various industries, our team of professionals brings unparalleled expertise and a client-centric approach to every project. We are committed to delivering tailored digital strategies that drive operational excellence and sustainable growth. By joining our team, you will become part of a dynamic organization that values professional development, fosters a collaborative environment, and is dedicated to making a meaningful impact on our clients' success.

Key Responsibilities

- Develop and implement comprehensive **SEO strategies** to improve search engine rankings.
- Conduct **keyword research** and **competitor analysis** to identify growth opportunities.
- Optimize website structure, **meta tags**, and **content** for **on-page SEO** best practices.
- Manage **off-page SEO** activities, including **link-building** and outreach.
- Monitor and improve **technical SEO**, including **site speed**, crawlability, and indexing issues.
- Collaborate with content writers to develop **SEO-friendly content** that aligns with business goals.
- Work closely with designers and developers to ensure **website UI/UX** is optimized for conversions.
- Track and analyze SEO performance using tools like **Google Analytics**, **Search Console**, and **SEMrush**.

- Provide recommendations for **conversion rate optimization (CRO)** to improve website performance.
- Act as the primary point of contact for clients regarding **SEO and digital marketing strategies**.
- Conduct regular client meetings and progress reports, explaining **SEO performance, campaign results**, and future strategies.
- Address client queries, provide recommendations, and ensure alignment with their business objectives.
- Stay updated with the latest **industry trends, Google algorithm updates**, and **best practices**.
- Provide training and insights to the marketing team on **SEO and digital marketing trends**.
- Monitor website traffic, rankings, and conversions, providing **data-driven insights**.
- Generate monthly reports for internal review and client presentations.
- Identify areas of improvement and recommend strategies to enhance **digital performance**.

Required Qualifications & Skills

MBA-HR with at least **5 years of experience** in a similar position.

Based in **Taxila/Islamabad** (preferred).

Expertise in **Search Engine Optimization (SEO)** – on-page, off-page, and technical SEO.

Strong **keyword research & strategy** skills.

Proficiency in **content marketing** for better rankings and engagement.

Experience in **website analytics & reporting** using tools like Google Analytics, Search Console, and SEMrush.

Skilled in **link building & off-page SEO** to improve domain authority.

Knowledge of **Pay-Per-Click (PPC) advertising**, including Google Ads and social

media campaigns.

- ✓ Familiarity with **social media marketing** on platforms like Facebook, Instagram, and LinkedIn.
- ✓ Understanding of **local SEO**, including Google My Business optimization.
- ✓ Proficient in **technical SEO**, website audits, page speed optimization, and fixing SEO-related errors.
- ✓ Ability to perform **competitor analysis** and monitor industry trends.
- ✓ Knowledge of **digital branding & strategy** development for businesses.

Benefits

- ✓ Competitive salary package
- ✓ Opportunities for learning and career growth
- ✓ Dynamic and collaborative work environment
- ✓ Opportunity to work with an innovative and dedicated team
- ✓ Travel costs reimbursed

How to Apply

If you meet the above qualifications and are passionate about SEO and digital marketing, we encourage you to apply! Send your CV to **info@itsolutionshub2010.com** with the subject "**SEO / Digital Marketing Specialist Application.**"