# SEO Specialist

Hiring Partner Asia Pacific helps talent find the best possible jobs around Asia Pacific based on their experience, skills and interests.At Hiring Partner Asia Pacific, we commit to helping you as a   
talented candidate to fully realize your opportunities and aspirations by providing you with the expertise, candid communication, and consultative services that will open your avenues for continued success. The below is a thrilling opportunity with one of our client in the region.   
  
Job Scope:

* Submission to Directories, Blogs, Articles, PRs, Forums   
  Traffic monitoring, analysis, reporting   
  Video Promotion
* Classified Ad submission   
  Brand Reputation Management   
  Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns   
  Track, report, and analyze website analytics and campaigns   
  Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
* Optimize copy and landing pages for search engine marketing   
  Perform ongoing keyword discovery, expansion and optimization   
  Research and implement search engine optimization recommendations.
* Research and analyze competitor advertising links   
  Develop and implement link building strategy.
* Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
* Work with editorial and marketing teams to drive SEO in content creation and content programming.
* Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

Job Pre-requisites:

* Minimum 1 year SEO experience.
* Bachelors Degree preferred.
* nderstands the primary factors that influence organic search rankings
* Experience, knowledge and a passion for the Internet, search, social media, and e-Commerce
* Experience with industry tools (Deep Crawl, Majestic, Moz, Ahrefs, SEMRush, Bright Edge, Google Analytics, Google Search Console, ScreamingFrog)
* Strong interpersonal and communication skills with ability to effectively collaborate with all levels