

Job Title	SEO Specialist
Organization	American Rotation Inc. www.americanrotation.com
Work Roles	<ul style="list-style-type: none"> • Work with a team of a content writer and a web developer to plan, implement, and analyze the SEO strategy. • Devise a strategy to drive organic traffic for our website • Monitor website analytics and use the insights to optimize the content strategy. • Strong understanding of Search Engine Marketing (SEM) and Search Engine Optimization (SEO) processes. • Working with popular keyword tools (Google, WordTracker, Keyword Discovery, etc). • Stay on top of search engine industry trends. • Basic knowledge of HTML/CSS.
Skills	<ul style="list-style-type: none"> • Proficiency in working with spreadsheets • Strong problem-solving and analytical skills • Strong communication and presentation skills
Education and Work Experience	<ul style="list-style-type: none"> • Bachelor's/Master's Degree in any discipline preferably, in Engineering, Computer Science from a reputable university. • Minimum two (02) years experience
Work Location and Hours	Monday – Friday (Evening Shift: 02:00 PM – 10:00 PM) 50CCA, Sector C, DHA Phase 06, Lahore 58180
Gross Salary	Base: 50,000 PKR Fuel Allowance: 10,000 PKR

Apply through <https://form.iotform.com/212905881365461>