

Search Engine Optimization Specialist at Peak and Dale

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

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We are Peak & Dale an online solutions company based in Nairobi. We are a creative and professional web design and web hosting company based in Nairobi, Kenya. We provide online and digital solutions that help businesses grow. Let us help you get your business online quickly and affordably and provide you with the edge that your business needs to succeed.

Responsibilities

Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaign

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.

Qualifications

Proven SEO experience

Proven SEM experience managing PPC campaigns across on Google.

Solid understanding of performance marketing, conversion, and online customer acquisition

In-depth experience with website analytics tools (e.g, Google Analytics, SEMRush)

Working knowledge of HTML, CSS, and JavaScript development

Knowledge of ranking factors and search engine algorithms

Up-to-date with the latest trends and best practices in SEO and SEM

Degree in IT/Computing or related course.

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