Byte

Senior SEO SEM Specialist SG

Description

About the jobAt Arc.Dev, we're revolutionizing the way tech talent connects with remote opportunities. Our platform empowers developers and tech companies worldwide to find the perfect match, making the hiring process seamless and efficient. As we continue to grow, we're excited to announce that we'll soon be opening up new opportunities for talented marketers. Responsibilities: – Develop and implement comprehensive SEO strategies to increase organic traffic and improve search engine rankings.- Conduct keyword research, competitive analysis, and site audits to identify opportunities for optimization.Optimize website content, including meta tags, headings, and on-page elements, to improve search visibility and user experience.- Manage paid search campaigns (PPC) on platforms such as Google Ads, Bing Ads, and social media channels to drive targeted traffic and conversions.- Monitor and analyze website performance using tools such as Google Analytics, Search Console, and SEMrush to track key metrics and identify areas for improvement.- Stay up-to-date with the latest trends and best practices in SEO, SEM, and digital marketing, and make recommendations for continuous improvement. Requirements: – Proven track record of success in developing and executing SEO/SEM strategies that have resulted in increased organic traffic and improved search rankings.- Extensive experience with keyword research, on-page optimization, technical SEO, and link building techniques.- Proficiency in using SEO tools such as SEMrush, Ahrefs, Moz, and Screaming Frog.- Hands-on experience managing paid search campaigns on Google Ads and other platforms.- Strong analytical skills and the ability to interpret data and metrics to make informed decisions.- Self-motivated and able to work independently with minimal supervision. How to Apply:Ready to make your mark as a Content Creator with Arc.Dev? Submit your resume, along with a link to your portfolio, showcasing your best work and design process. We can't wait to hear from youPlease mention the word **SMOOTHLY** and tag RNTIuMzguODUuNzE= when applying to show you read the job post completely (#RNTIuMzguODUuNzE=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com

Hiring organization
Arc & Codementor

Job Location
Singapore

Base Salary
$ 60000 - $ 110000

Date posted
May 7, 2024

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