

Digital Marketing Manager Jobs In Dubai | Petrotek UAE

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Company: Petrotek UAE

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Category: other-general

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Develop optimization strategies that increase the company's search engine results rankings Research SEO keywords to use throughout the company's website and marketing materials measurable goals that demonstrate improvement in marketing efforts Monitor daily performance metrics to understand SEO strategy performance

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Responsibilities

Two to three years of experience in successfully developing and executing SEO campaigns Understanding of search engine algorithms and ranking methods experience with SEO industry programs, such as Google Analytics or Adobe Analytics Knowledge of keyword research and data mining tools

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Requirement

Able to complete competitive analysis of other companies within the industry Excellent written and verbal communication skills (email, phone, etc.) Comfortable analyzing high volumes of data on a daily basis Familiarity with WordPress or other content management systems Experience with other aspects of marketing, such as customer growth and promotion, is a plus

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