

SEO Executive/Specialist | E-commerce Jobs in Dubai | GMG

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Company: GMG

Location: , Dubai, United Arab Emirates

Category: other-general

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Core Responsibilities:

- Handling all aspects of SEO, including:
- On Page SEO such as Keyword research, meta tags, SEO site architecture, internal linking etc.
- SEO Technical analysis such as improving page speed
- Link Analysis and Link Strategies (creative out of the box thinking is necessary)
- Complete and detailed website audits
- Competitor research and analysis
- Excellent data analysis skills
- Content Development based on content gaps or potential opportunities
- Keep up to date with latest industry developments, news, tools etc.
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
- Maintain regular communication with the category managers
- Implement and administer search engine programs (XML sitemaps, webmaster tools etc.)
- Provide recommendations in coordination with elements and structure of websites and web pages
- Develop a thorough understanding of the online retail industry and demonstrate the same effectively on the deliverables, internal & external discussions, etc.
- Prepare monthly progress reports which tracks the category progress and also provide useful recommendations to the category teams.

· Prioritize tasks based on dynamic category inputs

#J-18808-Ljbffr

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