SEO SPECIALIST

Job Ref. No: #JDMPR3333

2025 - 2026

- **Company Name** : Moris Media LLC
- **Designation** : Seo Specialist
- **Job Type** : Full Time
- **Industry** : Software Development
- **Department** : Marketing Writing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for SEO Specialist in Pakistan. This job may require you to develop and implement effective SEO strategies to enhance website visibility, improve search engine rankings, and drive organic traffic growth. As a key member of the digital marketing team, you will be responsible for optimizing on-page and off-page SEO elements, conducting thorough keyword research, and ensuring adherence to technical SEO best practices. You will work closely with content creators, developers, and marketing specialists to execute data-driven optimization strategies that align with business goals.

Your role will involve continuous monitoring and analysis of website performance, identifying optimization opportunities, and implementing SEO best practices to improve user experience and engagement. You will oversee link-building initiatives, improve domain authority, and ensure ethical SEO compliance to maximize search rankings. A deep understanding of search engine algorithms, keyword intent, and content strategy is essential for success in this role.

This position requires a proactive approach to staying updated with the latest SEO trends, Google algorithm updates, and evolving search engine guidelines. You will manage schema markup, structured data, and voice search optimization to ensure maximum visibility on search engine result pages. Your ability to conduct technical SEO audits, fix crawl errors, optimize page load speeds, and ensure mobile responsiveness will be crucial to improving overall website performance.

Moris Media is looking for a highly motivated and results-oriented SEO professional with a passion for digital marketing and a track record of delivering measurable organic growth. If you have strong analytical skills, a strategic mindset, and a deep understanding of SEO best practices, we invite you to be part of our fast-growing and innovative team.

Primary Responsibilities

1. **Develop and Implement SEO Strategies:** Design and execute effective SEO strategies to improve website rankings, increase organic traffic, and enhance search engine visibility.

2. **On-Page SEO Optimization:** Optimize meta tags, headers, URL structures, image alt texts, and internal linking strategies to boost search rankings.

3. **Keyword Research & Analysis:** Conduct thorough keyword research to identify high-ranking opportunities and align content with search intent.

4. **Technical SEO Audits:** Perform regular website audits to identify and resolve crawl errors, broken links, duplicate content, and indexing issues.

5. **Content Optimization:** Work closely with content creators to ensure SEO-friendly content development that aligns with targeted keywords and user engagement metrics.

6. **Off-Page SEO & Link Building:** Develop and execute ethical link-building strategies to enhance domain authority and improve search engine credibility.

7. **Local SEO Management:** Optimize Google My Business listings, local citations, and geo-targeted content to boost local search rankings.

8. **Schema Markup & Structured Data Implementation:** Apply structured data to improve search engine understanding and enhance rich snippet displays.

9. **Mobile & Voice Search Optimization:** Ensure websites are optimized for mobile-first indexing and voice search queries for improved SERP performance.

10. **SEO Performance Tracking & Reporting:** Monitor and analyze SEO performance using tools like Google Analytics, Google Search Console, SEMrush, Ahrefs, and Moz.

11. **Competitor & Market Analysis:** Conduct competitor research to identify opportunities, track keyword rankings, and benchmark SEO strategies.

12. **Core Web Vitals Optimization:** Work with developers to improve website speed, user experience, and performance scores based on Google's Core Web Vitals.

13. **A/B Testing & Conversion Optimization:** Conduct experiments to improve website click-through rates (CTR), bounce rates, and user engagement metrics.

14. **Staying Updated with SEO Trends & Algorithm Changes:** Keep up with the latest industry updates, Google algorithm changes, and best practices to ensure compliance.

15. **Cross-Functional Collaboration:** Work closely with content marketers, developers, designers, and social media teams to integrate SEO best practices across all digital channels.

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Required Skills

- **Advanced SEO Expertise:** Deep understanding of on-page, off-page, and technical SEO best practices.

- **Keyword Research & Strategy:** Strong ability to conduct data-driven keyword research using tools like Google Keyword Planner, SEMrush, Ahrefs, and Moz.
- **Technical SEO Proficiency:** Experience in managing website audits, fixing crawl errors, optimizing site speed, and implementing structured data (schema markup).
- **Content Optimization & SEO Copywriting:** Ability to collaborate with content teams to create search-friendly, high-ranking content.
- **Data Analysis & Reporting:** Expertise in analyzing SEO metrics, keyword rankings, and organic performance using Google Analytics and Search Console.
- **Link Building & Authority Development:** Strong knowledge of ethical link-building strategies to enhance website credibility.
- **Local & Voice Search Optimization:** Hands-on experience optimizing Google My Business profiles and voice search strategies.
- **Mobile-First SEO:** Ability to optimize websites for mobile-first indexing and ensure responsiveness across devices.
- **Competitor & Market Research:** Strong analytical skills to track competitor performance and identify optimization opportunities.
- **Conversion Rate Optimization (CRO):** Experience in A/B testing, improving click-through rates (CTR), and enhancing user engagement.

Experience Required:

- **3 to 7 years** of proven experience in SEO, digital marketing, or website optimization.
- **Personality Type:** Extroverted, observant, and analytical, with a problem-solving mindset.
- **Travel Flexibility:** Willingness to travel when required for client meetings, audits, and strategy implementation.

Qualifications & Experience

Educational & Professional Qualifications:

- **Bachelor's degree** in Marketing, Digital Media, Computer Science, Business Administration, or a related field.
- **Certifications in SEO & Digital Marketing** (Google Analytics, Google Ads, HubSpot, SEMrush, Ahrefs, or similar) are highly preferred.
- **Proven track record** of successfully implementing SEO strategies with measurable results.

Technical Specifications:

The ideal candidate must have access to the following technical resources to effectively perform their duties:

- **High-performance Laptop or Desktop:** A powerful system with sufficient processing power and memory to handle complex SEO tasks and analytics.
- **High-speed Broadband Internet Connection:** A stable and reliable connection is essential for real-time collaboration, website audits, and data analysis.
- **Virtual Workstation:** A dedicated workspace that is well-organized and free from distractions to maintain

productivity and efficiency.

Salary:

- We offer a **competitive salary and benefits package** based on experience, skills, and expertise.
- Salary will be discussed in detail during the interview process for shortlisted candidates.
- Moris Media is committed to fair compensation, ensuring that the candidate's contributions are valued and rewarded appropriately.

If you believe your skills align with the job description, we encourage you to apply and become part of our innovative and dynamic team.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

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