



Komatsu Pakistan Soft (Pvt) Ltd.

1st Floor Mandeer Square Plot # 12-C/1 G-8 Markaz, Islamabad (44000) Pakistan

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Position Title SEO Specialist

Why should you join Komatsu Pakistan Soft?

Komatsu Pakistan Soft is a fully owned subsidiary of Komatsu Limited Japan, and we are a part of Komatsu Group of Companies. Komatsu Pakistan Soft (Pvt.) Limited is into operation since 1999. We excel in providing enterprise software application solutions, IT consultancy and outsourcing services. Our vision, utter commitment, sheer dedication, unmatched teamwork and customer-centric approach have helped us evolve into a forerunner of innovation and ingenuity within Komatsu group as well as across the global IT industry.

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| Industry | Information Technology |
| Employment Type | This is a full-time on-site permanent role, 5 days a week |
| Job Level | This is a Mid-Level Role with 3-5 years of experience |
| Education | BS(CS) / BS(IT) / BS (SE) |
| Location | G-8, Islamabad |

About Your Role:

We are seeking a results-driven and detail-oriented SEO Expert to join our team. The ideal candidate will be responsible for improving our website's visibility on search engines, driving organic traffic, and optimizing our online presence. You will be tasked with implementing effective SEO strategies, maintaining the company's website, and ensuring optimal performance and user experience.

Your Impactful Goals Will Include:

1. SEO Strategy Development:

- Develop and implement comprehensive SEO strategies to improve organic search rankings and drive website traffic.
- Conduct keyword research and analysis to identify high-performing keywords and phrases.

2. Optimization:

- Optimize website content, metadata, and structure for search engine algorithms.
- Ensure proper usage of heading tags, alt attributes, and internal linking.

- Build and execute link-building strategies to enhance domain authority.
- Monitor and analyze backlinks to ensure quality and relevance.

3. Website Maintenance and Development:

- Perform regular website audits to identify and fix technical issues.
- Optimize site speed, mobile compatibility, and crawlability.
- Implement updates, enhancements, and fixes to uphold the website's security, responsiveness, and functionality.
- Address technical issues promptly to maintain website performance and usability.
- Ensure compliance with SEO best practices throughout the implementation process.

4. Analytics and Reporting:

- Utilize tools such as Google Analytics, Google Search Console, and SEO software to monitor website performance.
- Provide regular performance reports with actionable insights and recommendations.

5. Content Implementation:

- Ensure SEO best practices are followed when publishing blogs, articles, and web pages.
- Develop content ideas driven by keyword trends and market analysis.

6. Stay Updated:

- Stay informed about the latest SEO trends, algorithm updates, and best practices.
- Explore new SEO tools and techniques to improve website performance.

Functional Skills Requirement:

Qualifications and Skills:

- Proven experience as an SEO Expert or in a similar position.
- Enhance content, copy, and marketing strategies to boost website rankings.
- Experience in creating and executing strategies to enhance brand promotion and digital presence.
- Proficient in SEO tools like SEMrush, Ahrefs, Moz, or similar platforms.
- Knowledge of HTML, CSS, JavaScript, and web development fundamentals.
- Experience in website maintenance and development.
- Strong analytical abilities with a data-driven approach.
- Excellent written and verbal communication skills.

Preferred Qualifications:

- Experience in content marketing, social media strategy, and brand promotion.
- Certification in SEO, Google Analytics, or related disciplines.