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AI Search and SEO Associate

Hiring organization
Inspurate Business Services

Employment Type
Full-time

Job Location
1-A 2nd West Street, DHA Phae 1, Karachi 75500, Sindh, Pakistan, 75500, Karachi, Sindh, Pakistan

Working Hours
11 am to 9 pm

Date posted
June 6, 2026

Description

Inspurate Business Services is a digital consultancy and software development company based in Karachi. We help organizations build, improve, and grow their digital presence through technology, design, AI, automation, and digital transformation services.

We are seeking an AI Search & SEO Associate to join our Karachi office and support projects delivered through our international partners and clients.

This is a full-time, office-based role. Remote work is not available.

About the Role

Search is evolving rapidly. Businesses now need to be visible not only on Google but also within AI-powered search platforms such as ChatGPT, Claude, Gemini, Perplexity, and Google AI Overviews.

The AI Search & SEO Associate will help improve the online visibility of our partners and clients through a combination of SEO, local SEO, content optimization, Google Business Profile management, and emerging AI Search (GEO) practices.

This role is ideal for someone who has a foundation in SEO and digital marketing and wants to build expertise in the fast-growing field of AI Search and Generative Engine Optimization (GEO).

Responsibilities

Key Responsibilities

- Conduct SEO audits and website reviews
- Perform keyword, topic, and search intent research
- Optimize website content and page structure
- Improve Google Business Profile visibility and performance
- Assist with AI Search and GEO optimization initiatives
- Improve service pages, location pages, FAQs, and case studies
- Identify content gaps and opportunities for growth
- Monitor competitor activity and search performance
- Support directory, citation, and online reputation initiatives
- Track search rankings and visibility across Google and AI platforms
- Prepare monthly visibility and performance reports
- Publish and update website content where required
- Use AI tools to assist with research, content optimization, and reporting
- Work closely with project managers, designers, developers, and content creators

Tools You May Work With

- ChatGPT
- Claude

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- Gemini
- Perplexity
- Google Search Console
- Google Business Profile
- Ahrefs
- SEMrush
- Screaming Frog
- Profound
- Scrunch AI
- Searchable

Prior experience with every tool is not required. However, candidates should be comfortable learning new platforms and technologies quickly.

Qualifications

Required Skills & Qualifications

- Good understanding of SEO fundamentals
- Familiarity with Local SEO principles
- Experience with keyword research and search intent analysis
- Understanding of on-page SEO and content optimization
- Experience using Google Search Console and Google Analytics
- Ability to conduct website audits and competitor research
- Strong written and spoken English
- Excellent research and analytical skills
- Strong attention to detail
- Comfortable using AI tools as part of daily work
- Ability to communicate professionally with internatonal (US and UK) based clients and team members

Preferred Qualifications

- Bachelor’s degree in Marketing, Business, Communications, IT, Computer Science, or a related field
- Experience with Ahrefs, SEMrush, Screaming Frog, or similar SEO platforms
- Experience managing Google Business Profiles
- Familiarity with WordPress, Webflow, Shopify, or WooCommerce
- Understanding of GEO (Generative Engine Optimization)
- Familiarity with AI Search platforms and AI visibility concepts
- Agency experience is a plus

English Language Requirement

Excellent written and spoken English is essential.

Candidates should be comfortable preparing reports, conducting research, communicating with UK-based clients, and producing professional business content in English.

O-Level and A-Level standard English proficiency is strongly preferred.

What We Are Looking For

We are looking for someone who is:

- Curious and eager to learn

- Comfortable using AI tools daily
- Detail-oriented and organized
- A strong communicator
- Commercially aware
- Professional and reliable
- Comfortable working in a fast-paced agency environment
- Able to work on US and UK business hours from our Karachi office

Success in This Role

Success will be measured by:

- Improved visibility across Google and AI search platforms
- Better website structure and content quality
- Stronger Google Business Profile performance
- Useful and actionable client reports
- Increased enquiries and lead generation for clients
- Continuous improvement in search and AI visibility performance

Why Join Inspurate Business Services?

- Work on international client projects
- Gain hands-on experience with emerging AI Search technologies
- Learn GEO, AI Visibility, and advanced SEO practices
- Collaborate with UK-based businesses and founders
- Build valuable skills at the intersection of AI, search, content, and digital strategy

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