

## PPC Management Executive – Jaipur (1-3 Years)

### Description

Conduct keyword research and selection for pay-per-click campaigns and SEO projects.

- ° Analyze websites and document changes required for SEO.
- ° Monitor, on an on-going basis, clients' SEO results and manage projects to ensure continued high rankings.
- ° Provide ongoing support of all SEO initiatives including reporting, analysis and optimization recommendations.
- ° Proactively make strategic PPC campaign recommendations.
- ° Utilise bid management tools .and data modelling to maximise the effectiveness of PPC campaigns.
- ° Monitor campaign results, analyze key metrics, and optimize click-through and conversion rates.
- ° Optimize landing pages for search engine quality score.
- ° Serve as liaison with paid search engine contacts.
- ° Web development experience is a plus.

### Skills

Strong oral and written communication skills.

Excellent analytical skills.

Must have knowledge of Google Adwords, Yahoo Search Marketing and MSN AdCenter.

Ability to perform research, analyse websites, document changes, and make decisions regarding optimisation approach.

### Experience

1-3 Years

### Qualifications

Any Graduate – Any Specialization

### Employment Type

Full Time

### Industry

IT

### Job Location

Jaipur

### Valid through

August 16, 2018

### Base Salary

Rs 150000 - Rs 500000

### Date posted

June 13, 2018