

SEO Executive (1-3 Yrs)

Description

You will be responsible for creating traffic to the website using various online channels and Improve search engine rankings via on-page and off-page optimization techniques know to troubleshoot for SEO ranking issues. Also Conduct market research to analyze competitors, evaluate market penetration and contribute new marketing plans, carrying out detailed keyword research according to the latest keyword strategies. Should have knowledge of basics of digital marketing and Google AdWords. Article submission, press release, social bookmarking, classified submission etc.

Skills

1. At least one year experience in SEO/SEM
2. Previous experience in a similar role – preferably in a digital agency.
3. BA degree in Marketing, English, Business or Media (desirable), Any graduate or postgraduate degree required
4. Knowledge of PPC programs and optimizing data gathered from both organic and paid sources
5. A good understanding of all aspects of on-site and off-site SEO
6. Experience using Google Webmaster Tools and Google Analytics
7. Strong communication skills
8. Familiarity with other aspects of digital marketing
9. Excellent copy-writing and reporting skills
10. Strong time management skills
11. A good team player

Responsibilities

- Ability to transform ideas, strategies into the form of presentations
- High levels of integrity, autonomy, and self-motivation
Analyse Data, compile them and make use of the data to taken rational
- Carry out keyword research to support new client pitches and existing client SEM campaigns
- Conduct on-site and off-site SEO competitor analysis
- Help to execute on-site and off-site SEO strategies (including link building) for a range of clients in a host of industries
- Complete weekly and monthly performance reports using programs such as Google Analytics
- Conduct on-site and off-site SEO audits for client sites on a monthly basis
- Help to contribute to the company blog and other external communications
- Guide the content team to produce SEO-friendly content
- Keep up to date with the latest SEM technology, SEO updates, and industry changes

Qualifications

Graduate/ Post Graduate

Employment Type

Full Time

Industry

IT

Job Location

Jaipur

Valid through

December 14, 2018

Base Salary

Rs 120000 - Rs 500000

Date posted

September 22, 2018