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.

Responsibilities

- A good understanding of all aspects of on-site and off-site SEO
- Experience using Google Webmaster Tools and Google Analytics
- Developing and maintaining SEO reports on a regular basis providing competitive analysis of the websites of top ranking
- Create strategies that are optimized for search engine results.
- Drive traffic to the websites.
- Maintaining profiles on different social media platforms as well as design, build and maintain social media presence
- Developing content for blogs in a style that engages readers.
- Generate leads through effective means.
- Highly creative and experienced in identifying target audiences.
- Capable of devising digital campaigns that engage, inform and motivate the audience.
- Brainstorming of creative and improved growth strategies.
- Up-to-date with the latest trends and best practices.
- Identifying trends and insights, and optimizing spend and performance based on the insights
- Planning, executing, and measuring experiments and conversion tests
- Other set of responsibilities will include reporting, analyzing & publishing timely reports on campaign activity.

Skills

- Excellent copy-writing and reporting skills
- Strong time management skills
- Good verbal and communication skills.
- Result oriented, self-motivated and highly organized.
- A team player with positive attitude and plenty of initiatives.

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