

<https://www.drivedigital.in/seo-executive/>

SEO Executive (1-3 Yrs)

Description

1. Carry out keyword research to support new client pitches and existing client SEM campaigns
2. Conduct on-site and off-site SEO competitor analysis
3. Help to execute on-site and off-site SEO strategies (including link building) for a range of clients in a host of industries
4. Complete weekly and monthly performance reports using programs such as Google Analytics
5. Conduct on-site and off-site SEO audits for client sites on a monthly basis
6. Help to contribute to the company blog and other external communications
7. Guide the content team to produce SEO-friendly content
8. Keep up to date with the latest SEM technology, SEO updates and industry changes

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 Web master 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

Experience

Experience: 1 – 3 years

Qualifications

Any Graduate – Any Specialization

Employment Type

Full Time

Industry

IT

Job Location

Jaipur

Valid through

December 14, 2018

Base Salary

Rs 120000 - Rs 500000

Date posted

June 22, 2018