

SEO Specialist

Experience: 1+ Years

Our SEO Specialists are expected to have a holistic view of the company and work closely with clients, as well as with other members of the social team tasked with building customers and consumers around our clients, which we are more than positive about, granted your successful track record in finishing industry leaders in Digital Marketing Industry.

Key attributes we look for in an ideal prospect:

1. A good understanding of all aspects of on-site, off-site, local and technical SEO.
2. Has worked on a LIVE project and ranked a website/App in the top 10 search results
3. Experience using Google Webmaster Tools and Google Analytics
4. Familiarity with other aspects of digital marketing
5. Strong communication skills
6. Excellent copywriting and reporting skills
7. Analytical mindset
8. A can-do attitude
9. Strong time management skills
10. A good team player
11. 1+ year experience in SEO/SEM (We're open for Talented Freshers as well)
12. Agency background (preferable)
13. An SEO Certification from a reputed company (desirable)
14. A Bachelor's degree in Marketing, English, Business or Media/B. Journalism/B.

The key roles and responsibilities of a prospective candidate will be as follows:

1. Carrying out On-page, Off-Page, Local and Technical SEO Optimization for various clients across diverse verticals
2. Conduct genuine Link Building, Backlink generation as well as Directory creation, submission and management for various clients across diverse verticals
3. Write Blog, article, listicle, white paper creation, reskinning, rewriting, generation and submission across applicable platforms
4. Conduct on-site and off-site SEO, Web Traffic, Webmaster analysis and prepare analytics reports for the Clientele and their respective competitors
5. Manage Pay Per Click Ads, Google Ads, Manage Other Search Engine Ads, Classified Website Advertisements, Remarketing Ads etc
6. Stay up to date with the latest SEM technology, SEO updates and industry changes
7. Help to contribute to the company blog and other external communications
8. Keep up to date with the latest SEM technology, SEO updates and industry changes

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