

JOB PROFILE

Key Responsibilities

- Proven knowledge of optimizing websites for SEO, including meta information, keyword optimization, and site architecture
- Perform thorough, detailed website audit (Google Analytics, Webmaster(Search Console), Content, Keywords)
- Strong Awareness of Google algorithm updates such as Panda, Penguin and how they affect SEO
- Perform competitive research, identifying what competitors are doing right, what they're doing wrong, and how these tactics influence the growth
- Create highly-refined keyword strategies to drive traffic
- Identify gaps and opportunities and make recommendations and tracking improvements to lift organic rankings for websites
- Prepare periodic reports that detail the success of SEO campaigns and overall SEO traffic
- Develop and execute the strategy for short-term and long-term SEO growth with 6, 12, and 24 month targets. Strategy should include components for content, backlinks, and technical improvements.
- Strong knowledge of local SEO, including experience with ranking for both organic and hybrid results and working with Google My Business to achieve results.
- Perform digital paid performance marketing on Facebook, Instagram & Google Adwords
- Build and execute social media strategy through competitive research, platform determination, bench-marking, messaging and audience identification
- Set up and optimize social pages within each platform to increase the visibility and engagement.

Skills Required

- Excellent written and spoken communication skills
- Has minimum 3 years of professional experience managing and coordinating SEO and organic search activities as well as social media marketing.
- An up-to-date, working knowledge of current, past, and projected trends in the SEO industry
- Advanced link building skills
- Excellent analytical, project management and time management skills

- Great Excellent English Communication skills both written and verbal is a must

Education/Qualification:

MSc.IT, BCA, PGDCA, MCA

Bachelor's degree with relevant experience is a must.

Extra Qualification/ Certification:

- Google Analytics certified
- Any other certification

Job Location: Ahmedabad

Salary:

As per University Norms