

Position – Associate - Marketing

Education: Graduate/ Post-Graduate /MBA in marketing

Primary Skills: Keyword research, On-page optimization, Off-page optimization, Paid ads- Google Ads, LinkedIn Ads

Additional Skills: WordPress, Knowledge of social media marketing, Performance marketing

Tools: Google Analytics, Google Search Console, Bing Webmaster, tools like SEMrush / Ubersuggest / Mozbar / any other SEO tool.

Roles & Responsibilities:

- Would be responsible for overall Organic traffic growth
- Lead and plan the overall Content Marketing effort, SEO analysis and recommendations
- Key responsibility includes bringing in quality Organic traffic & the conversions achieved through the Organic traffic
- Co-ordinate with the Technology, Product, Content, Marketing and Analytics teams to ensure that tasks are completed with valid inputs from all concerned parties.
- Perform detailed keyword research on a regular basis expanding the existing organic reach, competitive benchmarking and cross-channel analysis to arrive at targeted keyword sets.
- Lead data analysis on SEO and derive actionable insights to enable continuous optimization.
- Analyze SEO reports and provide intelligent synthesis, interpretation and appropriate action plans based on insights.
- Provide competitor backlink analysis and suggest recommendations for internal and external linking along with ensuring outreach execution.
- Planning & executing paid campaigns on LinkedIn or Google Ads as per requirement, creating Landing pages on WP.

Must Have:

- 3 + years of work experience with hands on experience in SEO (preferably IT industry)
- The candidate should have shown a strong organic growth rate across brands on a consistent time frame
- Strong understanding of Search Engine Optimization (SEO) life cycle - On Page Basics like Meta Tags, Website Interlinking, Breadcrumbs, URL Optimization, Image Optimization, Off Page - Links from High Domain authority websites, Guest Blogging, Image Sharing, Link Analysis to track spamming, Keyword Research & Tracking to find new scopes.
- Experience with website analysis using a variety of analytics tools including Google Analytics, Google Keyword Tool, Webmasters Tool, Moz, Semrush, Excel reporting as well as internal reporting tools.