

Digital Marketing & SEO Specialist

Job Description:

The Technical SEO Specialist works cross-departmentally to continuously improve overall performance of the website, with specific accountability for organic search traffic and revenue. In this data-centric role, you will be relied on for technical problem solving and insights. Leverage your analytical, technical, and tactical skills in a highly collaborative setting, working virtually side-by-side with expanding technical marketing teammates who possess a wide range of specialized skills.

Skills

- Strong knowledge of Digital Marketing, SEO and Campaign Management.
- The ability to make a wide variety of on-site implementations using HTML, CSS.
- Experience: 2-4 Years

Requirements

1. Create content for our social media platforms (Facebook, Instagram, LinkedIn, and Twitter)
2. Create and maintain all social media accounts and blog posts
3. Create awareness and generate followers on all social media platform
4. Generate organic leads through search engine optimization as well as generating leads through social media platforms such as Facebook, Instagram, and LinkedIn
5. Generate new marketing strategies for the benefit of taking the company to the next level
6. SEO optimization for organization's websites
7. Assist in the development of digital paid advertising
8. Track and reporting on key metrics
9. Assist with Corporate websites maintenance
10. Understand Digital Marketing Tools GoogleAds, Google Search Console, Ahrefs, SEMRush, Hootsuite
11. Fluent in English (mandatory), organized, dynamic, autonomous, and can handle many projects at once
12. Ability to manage website (no need for coding skills) and social media accounts
13. Ability to influence, inspire, and lead from any role.
14. An in-depth understanding of search engine behavior: what content search engines crawl and read, what practices to avoid, and what on-page changes will have the most impact based on current algorithms.
15. Creation of highly refined keyword strategies that lay the foundation for the rest of a client's SEO project.
16. Practical experience creating and using tags with Google Tag Manager.
17. Performing thorough, detailed website analysis, identifying current problems and opportunities, with a focus on crawlability, site architecture and site content
18. Managing SEO executions including keywords, technical recommendation strategies and tactical implementation based on competitive analysis.
19. The ability to write coherent, compelling copy that is not only keyword-rich, but also user-friendly.
20. An understanding of social media and its role in SEO
21. Experience with Google Analytics, a variety of content management systems, and industry specific tools
22. Perform Website Audit

23. Perform ongoing keyword research, expansion, and optimization
24. Research and implement search engine optimization recommendations
25. Research and analyze competitor Backlinks links
26. Develop and implement link building strategy
27. Work with the development team to ensure SEO best practices are properly implemented
28. Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.

Salary: 20,000 - 30,000

Exp: 2-3 Yrs

Work Location: Hyderabad