

SEO Executive (1+ year)

We are looking for a skilled and results-driven SEO Executive to join our digital marketing team. The candidate should be experienced in planning and implementing effective SEO strategies to increase website visibility, organic traffic, and keyword rankings. The ideal applicant must be confident in handling website audits, keyword planning, link-building strategies, and using analytics tools to track and improve performance.

Key Responsibilities

- Complete assigned **on-page SEO tasks** as directed by the Project Manager.
- Improve clients' website **rankings on search engines** such as Google.
- Handle all aspects of **on-page and off-page optimization**.
- Conduct **website analysis** to identify issues and opportunities.
- Use **advanced SEO tools** for research, analysis, and performance tracking.
- Perform **competitor analysis** to identify gaps and strategies.
- Conduct **keyword research and content analysis** for optimization.
- Write **creative and relevant meta titles and descriptions** for web pages.
- Manage **Google and Bing Webmaster Tools** and analytics platforms.
- Prepare and submit **monthly SEO reports** to clients and management.
- Handle **client interactions**, address queries, and provide SEO guidance.

Prerequisites

- Candidates **trained in SEO** or with solid SEO knowledge are preferred.
- Proficient in **MS Office** (Word, Excel, PowerPoint).
- Excellent **verbal communication** and **creative writing** skills.
- Strong **time management** and **project management** abilities.
- Good **presence of mind** and problem-solving skills.
- Ability to **work confidently in a team environment**.