



Job Title: SEO Specialist

Years of Experience: 4+ years

Location: SKCL, Harmony Square, T Nagar, Chennai

Role Description

1. Develop optimization strategies that increase the company's search engine results rankings
2. Set measurable goals that demonstrate improvement in marketing efforts
3. Monitor daily performance metrics to understand SEO strategy performance
4. Collaborate with others within the marketing department to manage SEO strategy
5. Update content and website links for maximum optimization and search engine rankings
6. Research SEO keywords to use throughout the company's website and marketing materials

Expectations:

1. 4+ years of experience in successfully developing and executing SEO campaigns
2. Working knowledge of analytics tools (Google Analytics, Bing Analytics, Facebook Analytics)
3. Experience with SEO industry programs, such as Google Analytics
4. Proven experience as a PPC specialist
5. Familiarity with multiple platforms (e.g. AdWords, Facebook, Yahoo) is preferred
6. Able to complete competitive analysis of other companies within the industry
7. Comfortable working in a high growth and entrepreneurial environment
8. Good written and verbal communication skills
9. Familiarity with WordPress or other content management systems

Benefits:

1. Flexible in Office timings
2. Wellness Coverage
3. Work Life Balance