

SEO Executive

Description

- Conducting inside and offside analysis of web SEO Competition.
- Using Google analytics to conduct performance reports regularly.
- Creating high quality SEO content assisting with blog content.
- Leading keyword research and optimization of content.
- Keeping up to date with development with SEM.
- The creation of onside and off side SEO strategies for client in various industries.
- Contributing to the company blog on regular basic.
- Playing particular attention to any significant Google algorithms changes.
- Execute test, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid such campaigns.
- Track, report and analyze website analytics and PPC initiatives and campaigns.
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Optimize copy and lining pages for search engine marketing.
- Perform ongoing keywords discovery, expansion and implements.
- Research and analyze competitor advertising links.
- Develop and implement link building strategies.
- Work with the development team to ensure SEO best practices team to ensure SEO best practices and properly implemented and newly develop code.
- Work with editorial and marketing things to drive SEO in content creation and content programming.
- Recommended changes to website architecture, content linking and other factors to improve SEO positions for target keyboard.

Experience

2 yrs to 3 yrs

Hiring organization

CannyCloud Technologies Private Limited

Employment Type

Full-time

Job Location

Bhubaneswar, Odisha & Noida, UP

Working Hours

Walk-In , Full-Time

Base Salary

₹ 15000 - ₹ 20000

Date posted

September 2, 2020