



C-301 Diamond World,
Mini Bazar, Varachha Road,
Surat, Gujarat, India.
PIN-395006

SEO

Job Purpose

- Plan, develop and implement our SEO strategy
- Work towards organic search optimization and ROI maximization
- Regularly perform thorough keywords research
- Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other KPIs
- Prepare and present reports regularly
- Make changes in design, content and links as per requirements
- Most importantly he should be able to generate traffic, turn them into leads and convert those leads into sales.
- Try to achieve position in the first page of popular search engines.

Location

Surat, Gujarat

Reports to

Project Manager

Required Skills

- Proven SEO experience and prior experience in content marketing/content growth.
- Working knowledge of search engine optimization practices.
- Outstanding ability to think creatively, strategically, and identify and resolve problems.
- Excellent verbal and written communication skill.
- Ability to work within a team and independently.
- In-depth experience with website analytics tools (e.g, Google Analytics, NetInsight, Omniture, WebTrends).
- Knowledge of ranking factors and search engine algorithms.
- Strong organizational, time management, and analytical skills.
- Up-to-date with the latest trends and best practices in SEO and SEM.
- Must be aware of on-page optimization and Off-page optimization..
- Must possess critical Thinking ability, Analytical, Technical & Programming skill, and a sense of humor..

Responsibilities

- Develop and implement link building strategy.
- Identifying powerful keywords to drive the most valuable traffic.
- Track, report, and analyze website analytics and PPC initiatives and campaigns.
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies..
- Filling websites and other content with effective keywords.
- Writing effective SEO content for blogs, websites and social media account..
- Analyzing keywords and SEO techniques used by competitors.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords..
- Compiling and presenting SEO guidelines.
- Perform ongoing keyword discovery, expansion and optimization.
- Research and implement search engine optimization recommendations.
- Research and analyze competitor advertising links.
- SEO expert is responsible for analyzing client's goal and designing marketing plan that works best.

Consults with

Project manager, Colleagues, QA Team

Personality

- Self driven, motivated, result oriented and who never gives up..
- One should have clear focus on Artoon's goals & vision..

Leadership

If you have leadership skills, we can always align your career in direction of technical management.

Personal Situation

- Should be mature and domestically secure..

Employment Term

Minimum 12 months