

SEO Executive Job Description

We are looking for a result- driven SEO Executive to be responsible for developing optimized web content. The SEO executive's responsibilities include working closely with the marketing team to achieve SEO objectives, measuring the success of SEO and ROI, and assisting the maintenance of the website's architecture to ensure user friendliness

Responsibilities:

- Conducting on-site and off-site 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 developments in SEM.

Skills and Requirements:

- Marketing degree or related.
- Extensive experience in SEO (On-page, Off-page Both).
- Experience with coding techniques.
- Thorough understanding of web design (WordPress) and site structures.
- Good knowledge of back link analysis.
- At least one year's experience in the field of SEO/SEM.
- Experience when it comes to using tools such as Google Analytics, Google AdSense and Google Webmaster (All related marketing tools).
- A desire to understand what drives Google's algorithms.
- Good Knowledge of Keyword stuffing, Keyword research.
- A commitment to keeping your skills, latest trends and knowledge about SEO and SEM up to date.
- Knowledge of ranking factors and search engine algorithms