

## SEO Manager

### About the Role:

We are seeking a professional SEO Manager to join our digital marketing team. You will be responsible for improving our organic search rankings and thus, providing exceptional search engine optimization services for our company.

### Responsibilities:

- ✓ Create effective strategies for search engine optimization.
- ✓ Oversee and supervise a team of search engine optimization experts.
- ✓ Lead research for SEO friendly keywords.
- ✓ Monitor technical search engine optimization issues and help in fixing them.
- ✓ Optimize the content of landing pages, blogs and websites.
- ✓ Direct and coordinate content teams in off-page search engine optimization tasks like linkbuilding, forum commenting, etc.
- ✓ Analyze the insights and create a report on all aspects of SEO including the audience, traffic, views, clicks, rankings, etc.
- ✓ Collaborate with the Social Media Team during the SEO of marketing campaigns.
- ✓ Stay up to date regarding search engine optimization and marketing standards.

### Requirements:

- ✓ Bachelor's degree in Computer Science, Marketing or Business.
- ✓ 2+ years of proven experience of working as an SEO Manager, Search Engine Optimization (SEO) Specialist
- ✓ Professional SEO and SEM Certification is mandatory.
- ✓ Exceptional knowledge of the latest trends in SEO, SEO Strategies and SEO Best Practices.
- ✓ Proficient with Technical SEO, Content Marketing and Search Marketing techniques.
- ✓ Knowledge of web analytics tools including Moz, Clicktale, Matomo, Google Analytics, etc.
- ✓ Familiar with best project management techniques and practices.
- ✓ Knowledge of Social Media Marketing is a must.
- ✓ Outstanding written as well as verbal communication skills.
- ✓ Excellent leadership skills

**Experience: 2+ Years**

**Salary range as per experience and industry standards**

