

SEO Executive

Key Requirements:

- 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
- Familiarization Google analytics
- Experience with website optimization tools
- Strong organizational, time management, and analytical skills Knowledge of SEO tools and vast data analysis skill is MUST.
- Experience working on international SEO.

Responsibilities:

- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
- Reviewing and analysing websites for areas that can be improved and optimized
- Preparing detailed strategy reports Managing offsite and onsite optimization projects and reporting on performance
- Keep checking on-page seo factors and suggest changes, if needed.
- Backlink analysis and key action point to get rid off the spam links.
- Direct off-page optimization projects (e.g. link-building, infographics, skyscraper technique etc)
- Review technical SEO issues and recommend fixes
- Optimize website content, website structure, landing pages and paid search copy
- Review website speed & provide improvements to the development team
- Keeping yourself up to date with key seo trends worldwide.
- Analysing keywords and SEO techniques used by competitors
- Keeping updated on both white hat and black hat SEO strategies to abide by search engine guidelines
- Provide key inputs for writing effective SEO content for blogs, websites and social media accounts