

## Candidate profile –SEO Executive

Designation	SEO Executive
Qualification	Bachelor’s degree in Computer Technology, Computer Science, or Information Systems from a college of repute
Work Experience	<ul style="list-style-type: none"> <li>• Minimum 2 years of verifiable <b>SEO</b> experience - agency experience is strongly preferred</li> <li>• Proven record of successful <b>SEO</b> project execution</li> </ul>
Location	Ahmedabad
Cost to company	Best in the Industry

### Job Description:

- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns.
- Knowledge and experience in On-page & Off-page Optimization.
- Perform ongoing keyword discovery, expansion and optimization
- Optimize copy and landing pages for search engine marketing.
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Develop and implement link building strategy.
- Work with the development team to ensure **SEO** best practices are properly implemented on newly developed code.
- Work with Social media and marketing teams to drive **SEO** in content creation and content programming.

### Critical Skills:

- Expert knowledge of Google Analytics and Webmaster Tools
- Strong verbal communication skills with high-level writing and editing skills to match.
- A self-starter with an ability to work in a fast paced, dynamic environment.
- Competence to think strategically with a strong attention to detail.
- Ability to work with cross-functional teams and individually to drive results.
- Proven SEM experience managing PPC campaigns across Google, Yahoo and Bing.
- Working knowledge of HTML, CSS, and JavaScript development and constraints.

**Desired Profile:**

- Passion for SEO and internet marketing
- Proficiency in MS Excel, PowerPoint, and Word
- Good analytical skills
- Pleasant personality with a solution based approach
- Knowledge of HTML/CSS and website administrations