

## **Position – SEO Manager**

### **Responsibilities :**

1. Website Management, Search Engine Optimization And Analytics
2. We Are Looking For A Creative SEO Manager, Who Will Lead Our Web Marketing And Analytics Activities With Content Strategy, Link Building And Keyword Strategy. The Ideal Person Will Be Goal Oriented.
3. Develop A Strategy For The Improvement Of Organic Search Ranking And The Maximization Of ROI.
4. Prioritize Keywords To Attract Target Audience.
5. Monitor And Analyze SEO Statistics Such As Redirects, Click Rate, Bounce Rate And Others.
6. Develop And Build Link Building Campaigns.
7. Monitor And Evaluate Search Results And Search Performance Across The Major Search Channels In Order To Improve Rankings.
8. Cultivation Of Leads And Sales.
9. Build Systems And Best Practices To Ensure That All Content Is Optimal For SEO.
10. Manage Relationships With Agencies To Properly Implement SEO Best Practices In Coding And Campaigns.
11. Communicate The Performance Of Process Improvement To The Marketing Team.

### **Qualification And Experience**

1. 4-6 Years Of Experience In SEO.
2. In-Depth Knowledge Of Current SEO Tools And Practices.
3. Adequate Knowledge Of HTML, CSS, Javascript.
4. Experience Working With CMS And Building/Administering Content In Multiple CMS Environment.
5. Experience Working With Popular Keyword Tools (Google, Wordtracker, Keyword Discovery Etc)
6. If Having Worked With An Agency, Exposure To The BFSI Sector Would Be An Added Advantage