QodeYard

https://qodeyard.com/job/search-engine-optimization-executive/

Search Engine Optimization Executive

Description
As an SEO Executive with 1 year of experience, you will play a crucial role in enhancing our online visibility and driving organic traffic to our website. You will be responsible for both on-page and off-page optimization, keyword research, monitoring search console, and using Google Analytics to analyze and report on the performance of our SEO efforts.

Responsibilities
On-Page Optimization:
• Perform keyword research to identify high-impact keywords and phrases.
• Optimize website content for targeted keywords, including meta tags, headings, and body text.
• Implement SEO best practices for URL structure, internal linking, and site architecture.
• Collaborate with the content team to create SEO-friendly content.

Off-Page Optimization:
• Develop and execute off-page SEO strategies to build high-quality backlinks.
• Outreach to relevant websites for guest posting, link building, and partnership opportunities.
• Monitor and disavow toxic backlinks to maintain a healthy link profile.

Keyword Research:
• Conduct in-depth keyword research to identify trends, opportunities, and competition.
• Regularly update and expand the list of target keywords to adapt to changing search trends.
• Analyze keyword performance and adjust strategies accordingly.

Search Console Management:
• Monitor Google Search Console for crawl errors, indexing issues, and penalties.
• Implement fixes and improvements to enhance website performance in search results.
• Generate and submit XML sitemaps.

Google Analytics Analysis:
• Use Google Analytics to track website traffic, user behavior, and conversion rates.
• Create and share reports detailing SEO performance and actionable insights.
• Continuously analyze data to identify areas for improvement.

Qualifications
• Bachelor's degree in Marketing, Business, or a related field.
• Minimum of 1 year of hands-on SEO experience.
• Proficiency in SEO tools such as Ahrefs, SEMrush, Moz, and Google Analytics.
• Strong understanding of on-page and off-page SEO techniques.
• Knowledge of Google Search Console and website auditing tools.
• Experience with keyword research and analysis.
• Familiarity with Custom Code and WordPress websites.

Hiring organization
Qodeyard

Employment Type
Full-time

Job Location
Remote work possible

Base Salary
₹ 15000 - ₹ 20000

Date posted
September 21, 2023