

SVAAPTA IT-ALLY Solutions Pvt Ltd

<https://www.svaapta-it-ally.com/job/seo-and-digital-marketing/>

SEO and Digital Marketing

Description

Search Engine **Marketing** Specialists (**SEO/SEM**) are responsible for planning, implementing and managing company's overall **SEO** strategy. They usually cover a wide variety of **duties** such as web **marketing**, web analytics, content strategy planing, link building, and keyword strategy.

Responsibilities

- Develop and manage digital marketing campaigns
- Manage organization's website
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc
- Track the website traffic flow and provide internal reports regularly
- Fix any error in online content and arrange webinars and webcasts
- Attend networking events and product launches.
- Identify new digital marketing trends and ensure that the brand is in front of the industry developments.
- Work on SEO of the website pages.
- Edit and post content, videos, podcasts, and audio content on online sites.
- Promote company's product and services in the digital space.
- Execute social media efforts to improve KPIs, likes, shares, tweets, etc.
- Creating and executing SMS, and email-based marketing campaigns.
- An SEO experts know all the two levels of optimization – on-page optimization and Off-page optimization.
- An SEO expert is responsible for analyzing client's goal and designing marketing plan that works best.
- Works within the budget allotted by client for marketing campaign and other purchase.
- It is SEO expert's responsibility to protect the personal information provided by the client.
- Decides on best domain name, Titles, Headings and sub-headings.
- Using effective search engine keywords in relevant places within website should be taken care of by the SEO Expert.

Joining time

15 to 30 days

Industry

Information and Technology

Job Location

Vadodara, 390007, Vadodara

Date posted

August 14, 2018

- Being up-to-date with the latest SEO news and methods such as Google's Algorithm.
- Must work well with Content Management System such as Blogger and WordPress and simple coding like CSS, HTML, etc.

Qualifications

10+2 or equivalent
graduation in IT
Post graduation in IT
or others

Contacts

For any queries call on: **6351733708**
Or drop an email at: hr@svaapta-it-ally.com