

# 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](mailto:hr@svaapta-it-ally.com)