

Ref. No: **AF/SEO/2024/JD/001**

Detailed Job Description

Job title	:	SEO Executive
Reporting to	:	Lead Engineer – Software Development
Salary	:	Industry par CTC
Hours	:	Full time
Location	:	Vidyaranyapura office, Bangalore.
Travel	:	Occasional National and International travel required

Purpose Of the Position

Craft and design Industry-relevant Technical Content and manage search engine optimization.

Job Description

- Manage all our social media channels, take end to end of the entire social media marketing lifecycle, including content creation, targeting, publishing, and active engagement in relevant conversations.
- Increase traffic, bring qualified leads, and manage all other aspects of organic as well as paid search engine marketing.
- Improve website structure and navigation for better user experience and SEO performance.
- Conduct regular SEO audits to identify and address issues affecting search engine visibility.
- Identify and establish relationships with relevant industry websites.
- Collaborate with subject matter experts to generate content for our company website, blog, social media platforms, and portfolio.
- Provide recommendations for website structure, content, and technical improvements.

Work Experience & Skills.

- Proven 3-6 years of experience as an SEO Specialist or similar role.
- Website Architecture: Ability to assess and improve website architecture for better crawlability and indexing by search engines.
- Website Speed Optimization: Ability to analyze website speed using tools like Google Page Speed Insights and implement optimizations to improve load times.
- Structured Data Markup: Understanding and implementation of structured data markup (Schema.org) to enhance search engine visibility and improve rich snippets.
- Mobile Optimization: Knowledge of mobile SEO best practices, including responsive design, mobile-friendly website layouts, and AMP (Accelerated Mobile Pages).
- Canonicalization: Implementing canonical tags to address duplicate content issues and consolidate link equity.
- 404 Error Handling: Managing 404 error pages and implementing proper redirects to maintain SEO value and user experience.
- Knowledge of SEO Tools: Proficiency with SEO tools like Google Search Console, Google Analytics, SEMrush, Moz, Ahrefs, Screaming Frog, etc., for data analysis and reporting.
- Security Basics: Awareness of security best practices, such as SSL implementation (HTTPS), to ensure website security and improve search engine rankings.
- Technical content writer: impeccable writing skills, adept research capabilities, clarity in communication.

Academic & Trades Qualifications

UG – Any Graduate (B.Tech/B.E. -Preferable)

Personal Qualities & Behavioral Traits

Essential
Excellent Written and verbal communication skills