

Position	SEO Specialist
Function	SEO
Experience	5-7 Years
Location	Delhi
Job Description	<p>Key Responsibilities:</p> <ul style="list-style-type: none"> •Perform keyword research in coordination with business objectives to optimize existing content and uncover new opportunities •Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages •Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific •Monitor and evaluate search results and search performance across the major search channels in order to improve rankings •Monitor and evaluate web analytic dashboards and reports in order to develop and recommend SEO strategies •Communication to team on project development, timeline and results •Outstanding ability to think creatively, strategically and identify & resolve problems •Review technical SEO issues and recommend fixes
Knowledge & Skills	<p>Functional:</p> <ul style="list-style-type: none"> •Strong understanding of Search Engine Optimization (SEO) process •Experience working with popular keyword tools (Search Console, WordTracker, Keyword Discovery, etc) •Experience with relevant tools (e.g. SEMRush, MOZ) •Knowledge in MS Excel, PowerPoint, and Word •Experience with website analysis using a variety of analytic tools including Google Analytic as well as internal reporting tools •Should have knowledge of News & Non News sites