

Job Title: SEO Executive / SEO Specialist

Experience: 3–4 Years

Department: Digital Marketing

Location: Gurgaon

Job Summary

We are seeking a skilled and result-oriented SEO Executive / Specialist to strengthen our digital marketing efforts. The ideal candidate will be responsible for improving website visibility, driving organic traffic, and enhancing search engine rankings through effective SEO strategies and execution.

Key Responsibilities

- Develop and implement comprehensive SEO strategies to improve organic search performance
 - Conduct keyword research and optimize website content accordingly
 - Perform on-page and off-page SEO activities to enhance website ranking
 - Monitor and improve LMS rankings and Google SERP performance
 - Manage technical SEO aspects including site speed, crawlability, indexing, and website structure
 - Track, analyze, and report website performance using tools like Google Analytics and Search Console
 - Identify growth opportunities and provide actionable insights to improve traffic and conversions
 - Collaborate with content, design, and development teams to ensure SEO best practices are implemented
 - Stay updated with the latest SEO trends, algorithm updates, and industry best practices
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Required Skills & Qualifications

- 3–4 years of hands-on experience in SEO and digital marketing
- Strong understanding of search engine algorithms and ranking factors

- Proficiency in keyword research, on-page and off-page optimization
 - Experience in technical SEO and website performance optimization
 - Familiarity with SEO tools such as Google Analytics, Google Search Console, and other industry tools
 - Analytical mindset with strong problem-solving skills
 - Excellent communication and coordination skills
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Preferred Attributes

- Data-driven approach with the ability to interpret and act on insights
 - Proactive attitude with a focus on continuous improvement
 - Ability to manage multiple tasks and meet deadlines
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Note: This role requires a candidate who is passionate about SEO, detail-oriented, and capable of driving measurable results in organic growth.