**Job description Digital Marketing**

**What you will do:**

* Performing periodic technical audits of the website, keyword research and to make short and long term SEO strategy
* Implementing a backlinking strategy to grow domain authority
* Performing keyword ranking and gap analyses, identifying seasonal trends.
* Driving recommendations and implementation of metadata and descriptions.

**What you need to have:**

* Must have hands experience to drive organic traffic and SQL/MQL leads.
* Knowledge of ranking factors, search engine optimization practices and search engine algorithms and releases is a must.
* Must have hands-on experience on On-page, Off page and Technical SEO activities.
* Must have pretty much acquainted with all the tenets of SEO to amplify the organic growth.
* Have proven track record to ignite the organic growth from 0 toX.
* Experience with other aspects of marketing, such as customer growth and promotion, is a plus.
* B.Tech Computer Science + MBA Digital Marketing/ Marketing with relevant SEO experience.
* Candidate must have Google Webmaster Certification
* Thorough understanding of technical SEO aspects like robots.txt, XML sitemaps, broken links, schema.org, crawl budget, Pogo sticking, Search Intent, Canonicalization, Graph Protocols, Custom 301 redirects, broken links, etc.
* Experience working with back-end SEO elements such as htaccess, robots.txt, metadata, and site speed optimization to optimize website performance
* Solid grasp of HTML/CSS, and a working understanding of JavaScript and how it affects SEO
* Working Knowledge of webmaster tools and other tools like webmaster tools and google analytics, google search console, google tag manager, keyword planner, SEMrush, MOZ, Yoast SEO, Web trends, screaming frog etc.
* AHREF, Moz, Google trends, SEO Quake and other pertinent tools which are predominantly inclined to SEO
* Prefer Immediate joiners only.