



Job Title: SEO

We are looking for a highly motivated and detail-oriented **SEO Executive** to join our team. This role is ideal for fresher who are passionate about digital marketing and eager to learn the fundamentals of Search Engine Optimization. As an SEO Executive, you will assist in improving our website's online presence and search engine rankings, contributing to the overall success of our digital marketing efforts.

Responsibilities:

- Conduct keyword research to identify opportunities for improving website content and rankings.
- Optimize website pages, including meta tags, headlines, and images, to ensure SEO best practices.
- Assist in creating and updating content that aligns with SEO guidelines.
- Monitor website performance using tools like Google Analytics, Google Search Console, and other SEO platforms.
- Perform on-page and off-page optimization to improve organic rankings.
- Build quality backlinks through ethical link-building strategies.
- Analyse competitors' websites to identify trends and opportunities.
- Prepare regular reports on SEO performance and suggest improvements.
- Stay updated on the latest SEO trends, algorithms, and tools.

Requirements:

- **Education:** Bachelor's degree in Marketing, IT, or a related field.
- **Experience:** fresher with a basic understanding of SEO concepts are welcome.
- **Technical Skills:**
 - Familiarity with SEO tools such as Google Analytics, Google Search Console, and keyword research tools.
 - Basic knowledge of HTML, CSS, and website structure as it relates to SEO.
- **Soft Skills:**



- Strong analytical and problem-solving skills.
- Good written and verbal communication skills.
- Attention to detail and the ability to manage multiple tasks effectively.
- A willingness to learn and adapt to evolving SEO practices.

Required Experience: 1 Year

No. of Positions: 5

Internship Opportunity for Fresher: Internship Duration: 6 months