

<b>Department</b>	WEBSITE DEVELOPMENT	<b>Applicability</b>	Recruitment
<b>Document Type</b>	Job Description		
<b>Document Subtype</b>	SEO ATL	<b>Author</b>	Team, HR

**Introduction:** You will be responsible for Website optimization / performance, On- Page optimization, Off- page optimization, Social Media Optimization, Search Engine Marketing and Web Analytics.

**Candidate Profile:**

1. 5 Days Week.
2. Qualification:
  - a. Minimum Graduate
  - b. 2-3 years of experience working as SEO ATL
  - c. Team handling experience as Digital Marketing Team Leader or similar role.
3. Detail oriented person and should possess good English communication skills.
4. Salary (negotiable): 2 - 4 Lakhs per annum CTC.
5. For experienced candidates, a better salary package can be considered.
6. No. of positions: 2

**Required Skills & Abilities:**

1. Must have 2-3 Years of Experience
2. Develop SEO proposals and website analysis reports.
3. Proficient in Off-page, On-page and Technical Page Optimization
4. Handling - Off-Page SEO), should be able to work on, plan and execute SEO white-hat tactics.
5. Good Knowledge of Google Analytics, Google webmasters, Content Marketing and CTAs.
6. Should have excellent knowledge about guest posting and Keyword Research.
7. The candidate should be able to work on, Off-Page, articles, link building, and blogs to attract more traffic to the desired website.
8. The websites given to you must be optimized as per the latest standard of Google and Bing to attract the target audience on our websites.
9. Training team members in various aspects of SEO and Online Marketing Boost team morale, address team grievances.
10. Experience with link building process, keyword generation, internet marketing and Search Engine optimization techniques (preferably Google) and competitive analysis is a must.

**NOTE:** This is a brief & may not be an exhaustive overview of the tasks. This list may be expanded or contracted with due intimation to the incumbent.

I have read & acknowledged the above-mentioned Scope of Work – cum – Job Description document.

**Name:**

**Sign:**

**Date:**