MYDALA IS HIRING FOR- MANAGER/ AM - SEO

Location-   **New Delhi**
Position Type-   **Full Time**
Education-   **UG - Any Graduate -Any Specialization /PG - Any PG Course - Any Specialization**
Work Experience-   **5+ Years**

Role and Responsibilities

- Responsible for all on page and off page activities. Actively create content/source to do on page & off page activates. Work on SEO content articles for back linking, Work towards keyword ranking.
- Understanding of Schema implementation. Understanding of Rich Snippet & Search display.
- Proficient in the use of Google Analytics, Web Master, Sitemap creation and other web analytics and SEO tools like MOZ would be an advantage.
- Do initial keyword research to identify profitable keywords, which help in improving page rank and search engine visibility.
- Manage Google+ & Google for business pages.
- Understanding Google Ad words Campaign Optimization.
- Coordinate & work closely with product team & tech team to improve web page layout & HTML/CSS/XML coding.

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Professional Skills & Qualifications

- 5+ years' experience in Search Engine Optimization (SEO).
- Credible, confident and articulate, with good communication and presentation skills.
- Experience in Competition Analysis for keywords and in Advanced Interlinking Building
- Strong understanding of Search Engine Marketing (SEM).
- Experience working with popular keyword tools (Google, Word Tracker, Keyword discovery, etc.)
- Experience working with CMS and building/administering content in multiple CMS environments.
- Knowledge of HTML/CSS/XML and website administration
- High-level proficiency in MS Excel, PowerPoint, and Word
- Experience with website analysis using a variety of analytics tools including Google
- Analytics as well as internal reporting tools
- Self-starter with a positive outlook
- Passionate about SEO, with a general thirst for digital knowledge and a significant interest in new platforms and channels.

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