



Pro Technologies Private Limited

Web SEO Professional

Responsibilities

Responsibilities include assigning and writing meta data (description, keywords and titles), performing keyword research to increase traffic, validating technical and on-page implementations, as well as working with the editorial team to implement content edits and updates.

You will apply knowledge of Search Engine Optimization to drive more traffic to the site by managing SEO / SEM projects & initiatives, aligning marketing campaigns, analyzing ROI, assisting and providing guidance to the editorial / content resources on SEO best practice and techniques, overseeing reporting activities, and collaborating with IT to fulfill all business expectations.

Must have requirement

- Knowledge of search engine algorithms
- Keyword Research
- Site-wide and page level audits to identify issues and ensure the site is properly constructed to maximize search engine visibility
- Developing and executing plan for optimizing pages
- Link Building strategy and techniques
- Competitive Analysis
- Ability to create an on-site and off-site content strategy
- Keep up-to-date on SEO / SEM strategies/tactics/algorithm shifts.



Pro Technologies Private Limited

C-20, Opp Siddharth Mahila College, Near
Basawan Park, S.K. Puri, Patna - 800001

Tel : +91 9334104515, 8651144000
info@xtechpro.co.in

- 1+ years of experience with hands on management of SEO/SEM e-Commerce marketing initiatives for a B2C company.

If you are looking to have an opportunity to make an impact in the business and these requirements represent the role you have been looking for, then we want to talk with you! Please apply here.

- We only accept your application via 'info@xtechpro.co.in'
- Please include [**Web SEO Professional**] in the email title.

{ **Note - No recruiters or phone calls please.** }



Pro Technologies Private Limited

C-20, Opp Siddharth Mahila College, Near
Basawan Park, S.K. Puri, Patna - 800001

Tel : +91 9334104515, 8651144000
info@xtechpro.co.in