

Organisation Brief

DesignBoxed is a campaign management company with stellar experience in the political domain and international line of business. Our company has a consolidated presence, both in the offline and online sphere. With a strength of 300 plus well-trained and experienced individuals, working in various digital media capacities, we lead the space with our professionalism and commitment, as is evident from an immaculate track record.

Our integrated services across various verticals include giving one-stop solutions to all our clients in the domain of campaign management.

Job Title – SEO Expert	Department – Digital Campaign
Location – Bengaluru, Karnataka	Reporting To – Digital Campaign Manager
Employment Type - Full Time	Qualification- Bachelors/Masters in Relevant field

Key Responsibilities:

- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- Track, report, and analyze website analytics and PPC initiatives and campaigns.
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Optimize copy and landing pages for search engine marketing.
- Perform ongoing keyword discovery, expansion and optimization.
- Research and implement search engine optimization recommendations.
- Research and analyze competitor advertising links.
- Develop and implement link building strategy.
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Work with editorial and marketing teams to drive SEO in content creation and content programming.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

Requirements and skills

- Proven 3+ years of experience in SEO or a related field.
 - Proven SEO/SMO experience managing PPC campaigns across Google & Facebook.
 - Solid understanding of performance marketing, organic conversion, and online customer acquisition.
 - In-depth experience with website analytics tools (e.g, Google Analytics, Webmaster & Datastudio).
 - Experience with bid management tools & A/B and multivariate experiments.
 - Working knowledge of HTML, CSS, and JavaScript development and constraints
 - Knowledge of ranking factors and search engine algorithms.
 - Up-to-date with the latest trends and best practices in SEO and SEM.
 - Strong analytical skills and comfort breaking down and attacking open ended problems.
 - Excellent verbal and written communication skills used to build strong relationships inside and out of the organization.
 - Be solutions minded and an artful negotiator.
-