

SENIOR SEO CONTENT WRITER

Job Ref. No: #JDMPRI162

2024 - 2025



- ▶ Company Name : Moris Media Private Limited
- ▶ Designation : Senior Seo Content Writer
- ▶ Job Type : Full Time
- ▶ Industry : Media & Marketing Industry
- ▶ Department : Marketing Writing Department
- ▶ Work Model : Remote
- ▶ Salary : ₹ 30,000 - ₹ 70,000



About **moris**media

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is actively seeking a highly creative and skilled **Senior SEO Content Writer** to join our dynamic team. In this role, your primary focus will be on crafting informative and engaging articles that not only resonate with our target audience but also consistently secure high SERP rankings. A strong command of core SEO principles is essential, as you will adeptly incorporate keywords and variations to optimize content for search engines.

Your responsibilities will extend to conducting thorough research across diverse topics, ensuring that your articles are not only captivating but also 100% accurate and aligned with our readers' search intent. As an integral part of Moris Media's content team, collaboration with our editors is key. You will be expected to seamlessly implement their feedback and suggestions, contributing to the continuous refinement of our content.

Beyond applying SEO best practices, adherence to our internal linking guidelines is crucial. You will play a pivotal role in contextualizing the mandatory internal links provided in your content brief. Additionally, identifying and capitalizing on internal linking opportunities within the content series is part of your responsibilities.

A prerequisite for excelling in this role is a mastery of English grammar, punctuation, spelling, and style. Your expertise in current **SEO practices** will be foundational, aligning with Moris Media's commitment to producing top-notch content that consistently attains high Google rankings, thereby generating organic traffic for our brand and clients.

Join Moris Media in our mission to build brand credibility, enhance creative communication, and boost sales through the creation of compelling and SEO-optimized content. If you are a dedicated and imaginative senior SEO content writer, we invite you to contribute to our team's success and make a lasting impact in the world of digital marketing.

Primary Responsibilities

Responsibilities for a Senior SEO Content Writer.

Content Strategy Development: Develop and execute a comprehensive SEO content strategy aligned with Moris Media's business objectives.

Content Creation: Produce high-quality, SEO-optimized content for both Moris Media and external clients, ensuring it adds significant value to the target audience.

Feedback Implementation: Collaborate with the editorial team, actively incorporating feedback and suggestions into content for continuous improvement.

Internal Linking Adherence: Adhere to internal linking guidelines, seamlessly integrating mandatory internal links provided in content briefs into articles.

Team Collaboration: Attend weekly team meetings to stay informed about ongoing projects, share insights, and contribute to a collaborative content creation environment.

SEO Optimization: Enhance content for search engine visibility and organic reach, applying core SEO principles such as keyword integration and avoidance of keyword stuffing.

Brand Voice Maintenance: Adapt and maintain a consistent brand tone across diverse content, ensuring brand integrity and resonance with the target audience.

Multimedia Integration: Proficiently integrate visuals, infographics, and multimedia elements to enhance the overall quality and engagement of the content.

Adaptability: Quickly adjust to evolving industry trends and client requirements, ensuring content remains relevant and effective.

Project Management: Efficiently handle multiple projects with tight deadlines, ensuring timely delivery of high-quality, SEO-optimized content.

Research Excellence: Conduct thorough research on various topics, ensuring accuracy and credibility in the content produced.

Editing and Proofreading: Meticulously review and edit content, maintaining a high standard of quality and ensuring error-free, polished articles.

Content Marketing Savvy: Understand and apply principles of content marketing to drive user engagement and conversions.

Analytical Skills: Utilize strong analytical skills to interpret data and insights, driving continuous content optimization for better performance.

Communication Skills: Effectively communicate and collaborate with cross-functional teams, including designers, marketers, and other stakeholders, to ensure cohesive and integrated content creation efforts.

Required Skills

Professional Experience: 2 to 5+ years of proven experience in both SEO and content writing, showcasing a strong track record of successful projects. A robust portfolio featuring your best content, demonstrating your proficiency and versatility.

Skills for Senior SEO Content Writer at Moris Media:

SEO Expertise: Demonstrated proficiency in SEO strategies, including keyword research, on-page optimization, and effective implementation of SEO principles in content creation.

Content Optimization: Ability to enhance content for search engine visibility, organic reach, and high SERP rankings.

Brand Voice Mastery: Skillful adaptation and maintenance of a consistent brand tone across diverse content to strengthen brand identity.

Multimedia Proficiency: Proficient integration of visuals, infographics, and multimedia elements to enhance the overall appeal and engagement of content.

Adaptability: Quick adjustment to evolving industry trends and client requirements to ensure content remains relevant and impactful.

Project Management: Efficient handling of multiple projects with tight deadlines, demonstrating strong organizational and time management skills.

Research Excellence: Meticulous approach to research, ensuring thorough investigations to provide accurate and credible content.

Collaborative Teamwork: Effective collaboration with cross-functional teams, including designers, marketers, and editors, to create cohesive and impactful content.

Editing and Proofreading: Meticulous attention to detail for error-free and polished content, showcasing strong editing and proofreading skills.

Content Marketing Savvy: Understanding and application of content marketing principles to drive audience engagement and conversions.

Language Proficiency: Excellent knowledge of all aspects of written English, including grammar, punctuation, and style.

Seo Expertise: Solid understanding of core SEO principles, encompassing keywords and keyword variations, avoiding keyword stuffing, and mastery of internal linking strategies. Knowledge of SEO best practices, including keyword research, on-page optimization, and effective link-building strategies.

ADDITIONAL SKILLS:

- Mastery of brand voice, ensuring a consistent tone across diverse content.
- Proficiency in integrating visuals, infographics, and multimedia elements for enhanced content.
- Adaptability to quickly adjust to evolving industry trends and client requirements.
- Project management skills to efficiently handle multiple projects with tight deadlines.
- Meticulous attention to detail for editing and proofreading, resulting in error-free and polished content.
- Understanding of content marketing principles to drive engagement and conversions.

Qualifications & Experience

Education: A bachelor's degree in English, journalism, communications, marketing, or a related field is typically preferred. Some employers may require a master's degree, especially for senior roles.

Experience: 2 to 5+ years of proven experience in SEO and content writing, demonstrating a successful track record in both areas.

Language Skills: Excellent command of written English, including grammar, punctuation, and style.

SEO Knowledge: A solid understanding of core SEO principles, including keywords, keyword variations, and internal linking strategies.

SEO Best Practices: Familiarity with SEO best practices, encompassing keyword research, on-page optimization, and effective link-building strategies.

Research Proficiency: Strong research skills, with the ability to conduct thorough investigations and synthesize information from diverse sources.

Technical Aptitude: Familiarity with content management systems (CMS) and basic HTML to optimize content for search engine visibility.

Deadline Management: ability to work independently, meet tight deadlines, and maintain attention to detail.

Analytical Skills: Strong analytical skills with the ability to interpret data to drive content optimization.

Communication and Collaboration: Effective communication and collaboration skills for working seamlessly with cross-functional teams, including editors, designers, and marketers.

MANDATORY REQUISITES:

- Moris operates in a hybrid mode; this work-from-home job requires a laptop or desktop with upgraded configurations.
- High-speed internet connection for seamless navigation.
- Excellent oral and written communication skills.
- Occasional outdoor travel may be involved; flexibility in travel is required.
- Strong telephonic skills for client communication.
- Excellent management skills, the ability to work under pressure, and on a targeted basis.
- Patience, a career-oriented mindset, and a diplomatic approach

Salary: Negotiable depending on overall profile, experience, personality, and skills.

Job Location: Moris Media operates in a hybrid mode, allowing employees to work productive hours from home based on their geography. Reimbursement for any required travel on behalf of the company is provided.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.



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