SEO
EXPERIENCE SPECIALIST

Job Ref. No: #JDMPR1100

2023 - 2024

- **Company Name** : Moris Media Private Limited
- **Designation** : Seo Experience Specialist
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : ₹ 25,000 - ₹ 90,000

www.morismedia.com

About morismedia

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 currently hiring for **SEO Experience Specialist** in India. This job may require you to develop and implement advanced SEO strategies that enhance website visibility, drive organic traffic, and improve search engine rankings. As a key member of the digital marketing team, you will be responsible for optimizing on-page and off-page SEO elements, conducting in-depth keyword research, and ensuring technical SEO best practices are followed. Your role will involve analyzing website performance metrics, identifying opportunities for optimization, and collaborating with content creators, developers, and marketing specialists to execute data-driven strategies.

You will play a crucial role in enhancing domain authority through ethical link-building practices, optimizing site structure, and improving page load speeds to meet Core Web Vitals benchmarks. A strong analytical mindset is essential, as you will be expected to monitor SEO performance using tools like Google Analytics, Google Search Console, SEMrush, Ahrefs, and Moz, providing insights and recommendations for continuous improvement.

This position requires a proactive approach to staying updated with the latest algorithm changes, search engine guidelines, and industry trends to ensure Moris Media's digital presence remains competitive. You will oversee the development of SEO-friendly content strategies, ensuring alignment with search intent and audience engagement. Additionally, you will be responsible for managing schema markup, structured data, and optimizing for voice search and featured snippets to maximize SERP exposure.

Moris Media seeks a highly motivated and results-oriented professional with a passion for digital marketing and expertise in driving SEO success. If you have a track record of implementing effective SEO strategies that contribute to significant organic growth, we invite you to be part of our innovative and fast-growing team.

Primary Responsibilities

1. **Develop and Execute SEO Strategies:** Design, implement, and manage comprehensive SEO strategies to improve website rankings and drive organic traffic.

2. **Keyword Research & Optimization:** Conduct in-depth keyword analysis to identify high-impact keywords and optimize content accordingly.

3. **On-Page SEO Optimization:** Optimize meta tags, headings, URLs, and internal linking structures to enhance search visibility.

4. **Technical SEO Management:** Conduct regular website audits, fix crawl errors, optimize site architecture, and ensure compliance with Core Web Vitals.

5. **Off-Page SEO & Link Building:** Implement ethical link-building strategies to enhance domain authority and

referral traffic.

6. **Content Strategy & Optimization:** Collaborate with content teams to develop SEO-friendly content that aligns with search intent and engagement metrics.

7. **SEO Performance Analysis:** Monitor and analyze SEO performance using tools like Google Analytics, Google Search Console, SEMrush, Ahrefs, and Moz.

8. **Competitor Analysis & Market Trends:** Track competitors' SEO strategies and stay updated with the latest industry trends, algorithm updates, and best practices.

9. **Schema Markup & Structured Data:** Implement structured data to enhance rich snippets and improve visibility in search results.

10. **Voice Search & Mobile Optimization:** Optimize content for voice search queries and ensure mobile-first indexing compliance.

11. **SEO for Local & Global Reach:** Develop localized SEO strategies for specific target regions while maintaining global search optimization standards.

12. **A/B Testing & Conversion Optimization:** Conduct experiments on title tags, meta descriptions, and page structures to improve CTR and conversion rates.

13. **Page Speed & UX Optimization:** Work with developers to optimize page load speed, enhance user experience, and meet Google’s performance benchmarks.

14. **SEO Reporting & Insights:** Prepare detailed reports on SEO performance, keyword rankings, and traffic growth with actionable recommendations.

15. **Cross-Team Collaboration:** Work closely with content creators, designers, and developers to ensure seamless integration of SEO best practices across all digital assets.

Required Skills

- **Proven SEO Experience:** Demonstrated experience in planning and executing successful SEO strategies to drive organic traffic and improve search engine visibility.
- **SEM Management:** Proficiency in managing PPC campaigns across various platforms such as Google, Yahoo,

and Bing.

- **Performance Marketing:** Solid understanding of performance marketing principles, conversion optimization, and online customer acquisition strategies.
- **Web Analytics:** In-depth experience using website analytics tools like Google Analytics, NetInsight, Omniture, WebTrends, etc., to monitor and analyze website performance.
- **Bid Management:** Familiarity with bid management tools like Click Equations, Marin, Kenshoo, Search Ignite, etc., to optimize pay-per-click campaigns effectively.
- **A/B and Multivariate Testing:** Experience in conducting A/B and multivariate experiments to improve website performance and conversion rates.
- **Technical Proficiency:** Working knowledge of HTML, CSS, and JavaScript development and constraints to implement SEO best practices on websites.
- **Search Engine Algorithms:** Understanding of ranking factors and search engine algorithms to develop effective optimization strategies.
- **Industry Awareness:** Stay up-to-date with the latest trends and best practices in SEO and SEM to adapt to the ever-changing digital landscape.
- **Analytical Skills:** Strong analytical skills to interpret data, identify trends, and draw actionable insights to enhance SEO performance.
- **Collaboration:** Ability to collaborate with cross-functional teams, including web developers, designers, and marketers, to implement SEO recommendations.
- **Reporting:** Capability to prepare regular SEO reports and performance metrics to track progress and communicate results to stakeholders.
- **PPC Optimization:** Proficiency in tracking, reporting, and analyzing website analytics and PPC initiatives to maximize return on investment (ROI).
- **Budget Management:** Experience in managing campaign expenses, estimating monthly costs, and reconciling discrepancies while adhering to budgets.
- **Keyword Research:** Skill in ongoing keyword discovery, expansion, and optimization to target relevant keywords for improved rankings.
- **Link Building Strategies:** Knowledge of competitor advertising links and the ability to strategize effective link-building efforts.
- **SEO Best Practices:** Work with editorial and marketing teams to drive SEO in content creation and content programming.
- **Website Architecture:** Recommend changes to website architecture, content, linking, and other factors to enhance SEO positions for target keywords.
- **Education:** A BS/MS degree in a quantitative, test-driven field or relevant work experience in the field of SEO

and digital marketing.

Qualifications & Experience

- Bachelor's degree in digital marketing or a related subject.
- Demonstrated hands-on experience of at least 2-5 years in Search Engine Optimization.
- Proficient written and verbal communication skills with strong IT fluency.
- Essential knowledge of Google Analytics to analyze and optimize website performance.
- Familiarity with JavaScript or HTML, providing an advantage in implementing technical SEO strategies.
- Excellent organizational skills, enabling efficient management of multiple tasks and projects.
- Proven track record of successfully acquiring, delivering, and maintaining key client relationships.

MANDATORY REQUISITES

- Moris works in a Hybrid mode and hence this work-from-home job will require:
- Laptop/desktop with upgraded configurations
- High-speed internet connection for seamless navigation.
- Excellent oral and written communication skills.
- The job might involve occasional outdoor travel, the candidate needs to be flexible to travel, whenever required.
- Must have Telephonic Skills as the position requires a considerable amount of work on the phone with clients.
- Must have excellent Management skills and be willing to work under pressure and on a targeted basis.
- Should be patient, career-oriented, and diplomatic.

SALARY

Salary is negotiable depending on the overall Profile, Experience/ Personality, and skills.

JOB LOCATION

Moris Media works in a Hybrid mode and facilitates our employees to work from home productive hours based on their geography to ensure maximum performance and productivity while functioning as a virtual team. The employee will be reimbursed if any traveling is required on behalf of the company.

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.

APPLY ONLINE HERE

Career Opportunities Across Borders

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