

NetElixir eMarketing Solutions (P) Ltd.

Position	SEO Analyst
Job Description	<p>To implement and manage search engine optimization (SEO) strategies and campaigns for the website, including key word targeting, technical recommendations, content optimizations, link building, alignment with internal teams.</p> <p>Functional Responsibility</p> <ul style="list-style-type: none">• Pro-actively monitor all SEO related activities• Collect and analyze sales data, using web traffic metrics such as page visits, transaction size, link popularity, click-through rates and cost per-clicks• Conduct market research analysis to identify electronic commerce trends, market opportunities or competitor performance• Communicate and collaborate with merchants, webmasters, bloggers or online editors to place sales-oriented hyperlinks in high-traffic locations• In-depth knowledge of keyword research. Perform extensive analysis of current keyword search engine rankings and competitors keyword search engine rankings• Review and analyze client sites for areas that need to improved, deleted, revamped etc. prepare detailed SEO strategy reports• Coordinate with marketing teams to analyze data for updates to a variety of stakeholders in the online, ad sales, marketing, development and research departments on progress made towards SEO goals• This position requires combination of technical and marketing skills to optimize natural search engine rankings.
Behavioral Skills	<ul style="list-style-type: none">• Work cooperatively with Technical & Operations team to achieve optimal results• Takes initiative, focuses on quality, proactive• Self Learner and Self Driven
About NetElixir	<p>Fanatically analytical, search advertising mavens. Technology builders. Friendly experts. Firm believers in sharing knowledge. Founded in 2004 by Udyan Bose, our vision is to touch millions of businesses around the world and aid them in benefitting from</p>

	<p>search marketing.</p> <p>The NetElixir team consists of a multitude of search marketing engineers, Data scientists, technologists and global operations managers all of whom are constantly ideating, innovating and implementing unique practices that drive towards our vision of empowering search advertisers.</p> <p>With offices in US, UK and India, NetElixir works around the clock, persistently gathering, evaluating, computing, and formulating raw data and turning it into actionable insights for our customers. We work consistently to develop new technology that will improve and facilitate digital marketing efforts across the globe.</p>
Qualification	<p>PGPM/MBA (Marketing/Operations/Mathematics/Statistics with a minimum aggregate of 70%)</p>
Additional Skillset	<ul style="list-style-type: none"> • Analytical Ability • MS Excel Skills • Excellent Communication Skills (Written & Verbal) • Eye for detail • Presentation Skills • Clear understanding of campaign goals • Expertise in using keyword tools • Creativity to generate “un-obvious” keywords • Proficiency in using Google ad-words, MSN ad Centre • Up to date with latest in PPC (Pay-per-click), SEO (Search engine optimization), SMM, SEMA
Location	Hyderabad
Compensation	As per industry standards
Work Experience	Prior work experience of 3 years is preferred
Contact Person	Interested candidate may send their resume to Anser Syed on “ anser.syed@netelixir.com ”