# **2) SEO & Content Specialist**

**Location:** Chennai
 **Experience:** 3 - 4 Years
 **Type:** Full-Time
 **Reports To:** Digital Marketing Manager / Founder

## **Job Summary:**

We are looking for a results driven SEO & Content Specialist to lead our search engine optimization efforts and support our content strategy. The ideal candidate is an SEO marketer who can improve organic rankings, boost site traffic, and drive long-term growth through strategic planning, on-page optimization, and keyword-driven content.

## **Key Responsibilities:**

#### **Primary: SEO Strategy & Execution**

* Conduct in-depth keyword research, competitor analysis, and search trend evaluation.
* Optimize website architecture, internal linking, and crawlability for better indexing.
* Implement and manage on-page SEO: meta titles, meta descriptions, header tags, image optimization, alt text, etc.
* Monitor and improve technical SEO performance: site speed, mobile usability, schema markup, and core web vitals.
* Build and manage backlinks via ethical white-hat outreach strategies.
* Use tools like Google Search Console, SEMrush for auditing and tracking performance.
* Track and report keyword rankings, traffic growth, and SERP visibility regularly.
* Collaborate with web developers to implement SEO recommendations.

#### **3) Secondary: Content Planning & Creation**

* Plan and suggest blog topics based on keyword opportunities and content gaps.
* Provide SEO guidelines and create content for new blogs, landing pages, and web copy.
* Write or edit high priority content that aligns with SEO strategy.
* Maintain a content calendar that aligns with SEO objectives.
* Update and refresh outdated content to maintain ranking and relevance.

## **Requirements:**

* 3 - 4 years of Practical experience in SEO with a measurable impact on organic traffic.
* Proficiency with SEO tools: Google Search Console, SEMrush etc.
* Strong analytical skills and the ability to turn data into action.
* Working knowledge of HTML, CSS basics, and CMS platforms.
* Familiarity with GA4, Looker Studio, or other reporting dashboards.
* Excellent communication and documentation skills.
* Experience in schema markup, local SEO, and international SEO.
* Bonus: Basic design/editing skills in Canva or Adobe.

## **What You’ll Gain:**

* Ownership of SEO growth strategy in a scaling startup.
* Practical experience working with multiple digital channels.
* A collaborative and innovative team environment.