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Team Lead- SEO

Description

We are currently seeking a highly skilled and experienced SEO Team Leader to oversee and lead our search engine optimization and marketing initiatives. As the SEO Team Leader, you will be responsible for managing and mentoring a team of SEO professionals, handling client calls and chats, and driving new lead generation. Your primary objective will be to enhance clients' rankings and traffic across all major search networks through effective SEO strategies and team collaboration.

Responsibilities

- Lead and mentor the SEO team, providing guidance and support to ensure the successful implementation of SEO strategies.
- Perform ongoing keyword discovery, expansion, and optimization.
- Participate and contribute to calls with International teams and operational team meets
- Work overtime when needed to meet critical deadlines
- Stay updated on search engine algorithm changes and industry trends to adapt SEO strategies accordingly.
- Craft content strategies that guide the content team based on keyword research.
- Research and implement search engine optimization recommendations.
- Develop and implement a comprehensive link-building strategy.
- Track and report on key SEO metrics, such as organic traffic, keyword rankings, and conversion rates, and provide insights and recommendations for improvement.
- Conduct regular SEO audits to identify technical issues, website errors, and opportunities for optimization.
- Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.
- Monitor website performance using tools such as Google Analytics and Google Search -Console, and analyze data to identify areas for improvement.
- Lead content marketing outreach & high quality link building campaigns and initiate communication with prospective websites & influencers
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Analyze the performance of SEO campaigns, and assess against goals (ROI & KPI).

Qualifications

- Proven experience as an SEO professional with demonstrated team leadership capabilities.
- Extensive experience in client communication, including calls and chats.
- Proven track record in handling new leads and client acquisition.
- In-depth experience with website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).
- 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.
- Strong analytical skills, with the ability to interpret data and draw actionable conclusions.
- Excellent communication and collaboration skills, with the capacity to work

Hiring organization

Geek Informatic & Technologies Pvt. Ltd.

Employment Type

Full-time

Date posted

July 2, 2024

effectively across teams and departments.

-A keen eye for detail and a proactive approach to problem-solving.

-Ability to manage multiple projects and prioritize tasks effectively in a fast-paced environment.

Job Benefits

-5 days working

-Paid Insurance

-Paid Movie/Match/Event Tickets

-Birthday & Anniversary Leaves

-Gym Discounts

-Travel Leaves

-Kid's Birthday Leave

-Flexible Working Hours

Working Hours

9:30am- 6:30pm

Job Location

Bestech Business Tower Sec- 66, 160062, Mohali, Punjab, India