

## **JOB DESCRIPTION**

### **SEO EXECUTIVE**

**Policy Briefcase** is looking for a result-driven SEO/SEM executive to be responsible for developing optimized web content. The SEO executive's responsibilities include working closely with the content and marketing executive to achieve SEO objectives, measuring the success of SEO and ROI, and assisting with the maintenance of the website's architecture to ensure user friendliness.

You will be responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks. You will also manage all SEM campaigns on Google et al, in order to maximize ROI.

**The SEO Executive would be required to work from home on his/her own software.**

### **Capabilities**

- Should have a marketing degree or an equivalent experience with a recognised certificate course.
- Should have a minimum experience of 2 years or equivalent body of work.
- Working knowledge of Google Analytics.
- Experience with coding techniques.
- Thorough understanding of web design and site structures.
- Good knowledge of back link analysis.

### **Operations**

- Conducting on-site and off-site analysis of web SEO competition.
- Using google analytics to conduct performance reports regularly.

- Creating high-quality SEO content.
- Assisting with the content of the platforms.
- Leading keyword research and optimization of content.
- Keeping up-to-date with developments in SEM, execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with content and marketing executives to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords

Please send in your CV's along with a small email on why do you think you are interested in this position at [admin@policybriefcase.com](mailto:admin@policybriefcase.com)

\*\*\*