

Job Description

Company profile:

Media NV was established in 2014. Our headquarter is in North America, an MNC, and we have offices in Ahmedabad and Chandigarh. When you work with Media NV, you work with family. We are focused on building your business because your success reflects our growth. Our team is made up of individuals who are passionate, driven, and the best at what they do. We combine creativity, technology, and marketing to fully integrate your business with the online world and give you ample opportunity to grow your brand. Whether you are seeking a local or outsourced company, we fully accommodate your goals and execute them to your best advantage.

Job requirement

Designation: SEO Team Lead

Education qualification: B.E./ B.tech/ MCA/ M.E./M.tech

Company website: www.medianv.com

Roles and responsibilities:

- Develop and execute an effective SEO strategy to increase organic traffic, improve search engine rankings, and drive online visibility.
- Conduct in-depth keyword research to identify high-value keywords and phrases relevant to the business and industry.
- Optimize website content, meta tags, images, and other on-page elements to enhance search engine visibility.
- Oversee technical aspects of SEO, including site structure, speed, mobile optimization, and crawl ability.
- Optimize for local search results, including Google My Business, local listings,
- Stay updated with search engine algorithm changes and adjust strategies to maintain or improve rankings.
- Supervise and lead a team of SEO specialists, content creators, and web developers to execute SEO strategies effectively.
- Collaborate with marketing, web development, and design teams to ensure SEO best practices are integrated into all aspects of the website. Stay up-to-date with industry trends, best practices, and emerging technologies in SEO.

Preferred Qualification :

- Knowledge in handling Local SEO for International projects & clients
- Good written and verbal English communication
- Experience in multi-lingual website optimization
- Health & Medical industry knowledge is preferable
- Proven experience as an SEO Specialist or similar role, with a strong portfolio of successful SEO projects.
- In-depth knowledge of SEO best practices, search engine algorithms, and ranking factors.
- Proficiency in using SEO tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, etc.
- Strong analytical skills with the ability to interpret data, generate insights, and make data-driven decisions.
- Ability to work collaboratively in a team environment and manage multiple projects simultaneously.
- Knowledge of HTML, CSS, and JavaScript is a plus.
- Experience with content management systems (CMS) such as WordPress is preferred

Why join us?

- Competitive salary Guaranteed Incremental
- 5 days of the company (Monday-Friday).
- No Sandwich Leave Policy
- Health Insurance benefits
- Team gathering and outings on regular intervals.
- Great working and learning environment
- Generous leave policy
- Excellent working and learning platform
- Rewards and Recognition

Address: Corporate House 3, Shreeya Amalga, Opp. Avalon Hotel, Thaltej, Ahmadabad-380059