



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 Executive

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

Company website: www.medianv.com

Roles and responsibilities:

On-Page Optimization:

- Conduct keyword research to identify SEO opportunities and trends.
- Optimize website content, meta tags, headers, and images for target keywords.
- Improve website architecture and URL structures to ensure a smooth user experience.
- Ensure website is mobile-friendly and has fast loading times.

Off-Page Optimization:

- Develop and execute link-building strategies to increase domain authority.
- Collaborate with influencers, bloggers, and webmasters to build high-quality backlinks.
- Monitor and analyze the backlink profile for potential risks or improvements.

Technical SEO:

- Perform regular SEO audits to identify and fix technical issues like crawl errors, broken links, and sitemap issues.
- Optimize website for schema markup, AMP, and structured data.
- Work with developers to implement SEO best practices across the site.

Content Strategy:

- Collaborate with content teams to ensure SEO best practices are applied across all content formats.
- Develop and optimize content for blogs, landing pages, product pages, etc., based on keyword research.
- Create content that targets both search engines and users, ensuring balance between optimization and quality.

Performance Monitoring & Reporting:

- Monitor SEO performance using tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, etc.
- Track KPIs like organic traffic, rankings, conversions, and engagement.
- Provide regular reports and insights on SEO performance and strategies for improvement.

Staying Updated:

- Keep up to date with the latest SEO trends, algorithm changes, and industry updates.
- Experiment with new tools, techniques, and approaches to improve organic visibility.

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