



Company profile: Media NV was established in 2014. Our headquarters is in North America, an MNC, and we have offices in Ahmadabad and Chandigarh. When you work with Media NV, you work with family. We are focused on building the best product leveraging the latest technologies in the market. Our team is comprised of individuals who are passionate, driven, and the best at what they do. We combine creativity, technology, and passion to fully integrate your business with the online world and give you ample opportunity to grow your brand. We are looking to add a senior software project manager to the team.

Job requirement Designation:

Senior SEO Executive

Education Qualification: Any Graduate

Company Website: www.medianv.com

Job Summary:

The Senior SEO Executive will be responsible for managing and improving the company's organic search performance. This role involves in-depth SEO strategy development, content optimization, technical SEO audits, and ensuring high organic visibility in search engine results. The Senior SEO Executive will work closely with content, web development, and marketing teams to implement SEO best practices and drive long-term growth.

Key Responsibilities:

1. SEO Strategy Development:

- Develop and implement comprehensive SEO strategies to increase organic search visibility and drive traffic.
- Identify target keywords and optimize website content accordingly.
- Stay up-to-date with industry trends and algorithm updates to ensure the best practices are always followed.

2. On-Page Optimization:

- Optimize landing pages, blogs, product pages, and other website content for target keywords.
- Perform regular on-page SEO audits and implement improvements such as meta tags, headings, URL structures, and internal linking.
- Ensure content aligns with search intent and user experience (UX) best practices.

3. Technical SEO:

- Conduct technical SEO audits and work with web development teams to fix issues like crawl errors, broken links, and website speed issues.
- Ensure mobile-friendliness, schema markup implementation, and site architecture optimization.
- Monitor and manage website performance using tools like Google Search Console, Screaming Frog, and other SEO tools.

4. Content Strategy & Link Building:

- Collaborate with content marketing teams to develop SEO-optimized content and blog posts.
- Identify and build high-quality backlinks to increase domain authority and rankings.
- Research competitors and execute strategies to outperform them in organic rankings.

5. Data Analysis & Reporting:

- Analyze SEO performance using tools like Google Analytics, Ahrefs, SEMrush, or Moz.
- Monitor key metrics (organic traffic, rankings, conversions) and create regular reports to track progress.
- Make data-driven decisions and recommendations based on SEO performance analysis.

6. Collaboration:

- Work closely with cross-functional teams, including marketing, content creators, web developers, and social media managers, to align SEO strategies with broader marketing goals.
- Educate and guide junior SEO team members or digital marketing executives on best practices.

Required Skills and Qualifications:

- **Experience:** 3-5 years of experience in SEO, with a proven track record of improving organic search performance.
- **Technical Expertise:** In-depth knowledge of technical SEO, keyword research, content optimization, and link-building strategies.
- **Tools Proficiency:** Expertise in using SEO tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, Screaming Frog, and others.
- **Content Knowledge:** Strong understanding of how content affects SEO and the ability to collaborate with content creators.
- **Analytical Skills:** Ability to analyze data, generate actionable insights, and drive results.
- **Communication:** Excellent written and verbal communication skills for clear reporting and collaboration.
- **Adaptability:** Ability to stay current with SEO best practices and algorithm changes.

Why join us?

- Competitive salary Guaranteed Incremental.
- Share options.
- 5 days of the company (Monday-Friday).
- Health Insurance Benefits.
- Monthly Team Dinner.
- Team gathering and outing at 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