

SEO Intern at Opportunity Cell

Job Description

Eligibility:

- Interest in SEO
- No restrictions regarding your field of Education.

Responsibilities:

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities.
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Manage and implement strategies for content development in coordination with SEO goals - general and keyword specific.
- Create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers).
- Develop and implement link building campaigns.
- Develop, manage and execute communication/content strategies via social communities in coordination with client goals.
- Implement and administer search engine programs (XML sitemaps, shopping feeds, webmaster tools).
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings.
- Research and administer social media tools in support of clients' social media strategy
- Evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies.