



<https://zoomwings.com/job/digital-marketing-seo-expert/>

Digital Marketing and SEO Expert

We're seeking a results-driven SEO Manager to lead and coordinate comprehensive SEO strategies for our clients, including both onsite and offsite optimization as well as keyword expansion initiatives. This role will also involve overseeing paid search campaigns to ensure optimal performance and ROI.

The ideal candidate is analytical, insightful, and an effective communicator who thrives in a collaborative environment. Up-to-date expertise in SEO best practices and techniques is essential for success in this position.

Responsibilities

- Design and implement effective SEO strategies that drive organic growth.
- Lead, mentor, and manage a team of SEO specialists.
- Perform in-depth keyword research to support content development and optimization.
- Identify and troubleshoot technical SEO issues, providing actionable solutions.
- Oversee off-site SEO initiatives, including link-building and outreach campaigns.
- Monitor, analyze, and report on website performance, traffic trends, and search rankings.
- Stay current with the latest SEO, search engine, and digital marketing trends, algorithms and best practices.

Requirements

- Demonstrated experience in a similar role such as SEO Manager or SEM Manager
- Deep understanding of current SEO best practices and search engine algorithms.
- Proficiency in HTML/CSS and basic web development concepts.
- Hands-on experience with SEO performance tracking and reporting.
- Familiarity with industry-standard SEO and analytics tools (e.g., Ahrefs, SEMrush, Screaming Frog, Moz, Google Analytics)
- Exceptional communication and interpersonal skills.
- Strong organizational capabilities with proven leadership experience
- Analytical thinker with a strong aptitude for data interpretation and performance metrics
- Minimum of 7 years of professional experience in SEO or digital marketing roles

Qualifications

- Proven expertise in on-page, off-page, and technical SEO
- Skilled in Google Analytics, Search Console, SEMrush, Ahrefs & Screaming Frog
- Strong knowledge of PPC campaigns (Google Ads, Meta Ads)
- Experienced in keyword research & content optimization

Zoom Wings

Employment Type

Full-time

Job Location

Noida

Working Hours

Mon - Fri

Base Salary

₹ 35000 - ₹ 40000

Date posted

18/06/2025

- Proficient in SEO audits & competitor analysis
- Able to drive organic traffic and improve SERP rankings