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## SEO Link Acquisition Specialist

We're looking for a skilled and motivated SEO Guest Post Outreach Executive to lead our guest posting initiatives and build strong relationships across the digital landscape.

The ideal candidate is proactive, enthusiastic, and driven by community engagement. A collaborative spirit, positive mindset, and team-oriented attitude are essential to thrive in this dynamic role.

### Responsibilities

- Conduct outreach to website owners, bloggers, journalists, influencers, and media outlets to secure high-quality guest post opportunities.
- Monitor engagement and audience feedback across websites, social media, and other platforms to refine outreach strategies.
- Build and nurture lasting relationships with digital publishers and industry influencers.
- Pitch content effectively and secure placements on high-authority platforms through strategic networking.
- Achieve monthly link-building targets and deliver on outreach KPIs.
- Manage email communications, handle responses, and negotiate terms with prospects professionally.
- Collaborate closely with the SEO and Content teams to align outreach efforts with overall SEO goals.
- Perform competitive backlink analysis to identify opportunities and gaps in link-building strategy.

### Requirements

- Proven experience in executing paid guest post outreach campaigns.
- Proficiency in Microsoft Excel, PowerPoint and Google Spreadsheet for data tracking and presentations.
- Strong interpersonal skills with a friendly, enthusiastic, and positive demeanor.
- High attention to detail and the ability to effectively manage multiple outreach projects simultaneously.

### Qualifications

- Proven experience in white-hat link building strategies
- Skilled in outreach, guest posting, and relationship-based link acquisition
- Proficient in tools like Ahrefs, Moz, SEMrush, BuzzStream & Hunter.io
- Strong understanding of backlink quality metrics (DR, DA, spam score)
- Ability to analyze competitor backlink profiles and identify link gaps
- Experienced in developing and executing scalable link-building campaigns

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### Employment Type

Full-time

### Job Location

Noida

### Working Hours

Mon – Fri

### Base Salary

₹ 35000 - ₹ 40000

### Date posted

June 18, 2025