



Digital Marketing / SEO Specialist

Responsibilities

- Develop and implement a well designed SEO strategy.
- Improve website architecture, linking and contents to increase the organic search
- Implement backlinking strategies
- Set measurable goals that are able to demonstrate the efficiency of said strategies
- Identify deficiencies and bugs and offer solutions in a timely manner.
- Conduct keyword research and competitor analysis to compare and improve websites.
- Analyze data and interpret them into meaningful weekly / monthly reports
- Efficiently communicate with the team and partners to align SEO goals into the product.

Requirements

- BA/BS Degree in Marketing or related field.
- 1+ work experience in the relevant position/as a SEO Specialist.
- Hands on experience with website analytical tools. (Google analytics, Google search ,etc)
- Good understanding of search engine algorithms and ranking methods.
- Must have excellent problem solving and analytical skills.
- An individual who is self motivated and a team player.

Content Writer (Full-time / Part-time)

Content Type

- Website Content
- Blog post

Requirements

- 1-2 years of experience in content writing.
- Excellent communication skills in English and creative writing.
- Passionate to research and write content in detail.
- Bachelor Degree or similar educational qualification.

Bonus Points

- Search engine optimized web content writing.
- Technical content writing skills.

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