Profile Description   
  
We are looking for a SEO and Digital Content specialist to manage Rentokil and Initial’s digital landscape by leveraging on digital data analytics and Google Search Trends and Keywords Research. The specialist should identify gaps and opportunities among pages and URLs to enhance the content management and page navigation and UX to drive conversions including calling online, completing a form or chat us via the Chatbot. Managing the SEO elements, including the overall organic health of www.rentokil.com.sg and www.initial.com.sg and optimizing keywords ranking, onsite visibility, quality score and authority status, organic sessions and pages indexed, and management of backlinks.   
  
Key Responsibilities

* Digital Analytics & Reporting
  + Utilising Google Analytics, Seranking, Google Search Console and Google Trends and translating insights into SEO action plans and activities
  + Monitor organic search performance and optimising digital metrics such as organic search volume, conversions, sessions, bounce rate, quality score and conversions
  + Compilation and management of keywords research and Google Trends
  + Maintaining and ensuring top keywords ranking are maintained in top 3 with onsite visibility remain above 70%
  + Perform SEO audits: backlinks and content analysis
  + Monthly reporting and digital review, partnering SEM agency on digital integration
* Content Management
  + Content writing of articles or short body content, meta title and descriptions with keywords and internal links implementation by utisiling CMS program and Wordpress
  + Ensuring contents are well optimized and indexed by performing onsite and offsite optimization
  + Strategise content roadmap and calendar based on data trend and analysis
  + Conversion rate optimization: Driving conversions through organic search and ensuring healthy CTR
  + Integrating contents with Social Media (Facebook postings)
* Landing Page Enhancements
  + Applying UX and landing page improvements to drive Call to Action, i.e. CTA button, promotional banners, improving page navigation to cater for mobile users
  + Weaving in digital assets including FAQ, listing, bite size infographics, videos, reviews and comparison table (with schema markup implementation)
  + Design contents that are SEO savvy to improve quality score
* Brand Visibility
  + SEO efforts translating to building brand visibility, increasing sessions and traffic to both websites
  + Establish Google Snippets and integrating SEO with Google my Business

Requirements

* Diploma or university graduate
* At least 2 years of working experience in a digital function (candidates from SEO agency are welcome)
* Able to adapt to fast pace work environment
* Independent and proactive worker
* Analytical, competency in numbers generation and data study (experience using SEO tools including Seranking, Ahref, Screaming Frog, SEMrush)
* Possess content writing skills with SEO considerations (meta title, descriptions, alt tags, markups, keywords)
* Knowledge in Google algorithms, semantics and core SEO principles
* Experience in managing E-commerce is recommended
* Have attended Google certification courses
* Ability to use Google Analytics and Google Search console is a must
* Ability to use content management software is recommended (have used Wordpress is preferred)
* Understanding of SEO terms: organic search, keywords ranking, onsite visibility, crawling and indexing, conversions, search volume trends and impressions, backlinks, quality score, onsite and offsite optimization
* Understanding of Schema markups and Google snippets, coding and javascript