

Job Description

POSITION DETAILS			
Functional Designation	Lead - SEO	Department	Digital Marketing
Sub Department	Digital Marketing	HR Grade	Chief Manager
Location	Corporate Office	Reporting Manager	
Job Purpose			
The Lead - SEO is a crucial position responsible for developing and implementing SEO strategies to improve the online visibility, organic search rankings, and website traffic of the NBFC. This role plays a key role in driving digital marketing success and enhancing the company's online presence.			
Principal Accountabilities			
<p>1. SEO Strategy Development:</p> <ul style="list-style-type: none">- Develop and lead the implementation of a comprehensive SEO strategy aligned with the NBFC's business objectives.- Identify target keywords, market trends, and competitive landscape to inform SEO strategies. <p>2. On-Page and Off-Page Optimization:</p> <ul style="list-style-type: none">- Oversee on-page optimization efforts, including keyword research, meta tag optimization, and content optimization.- Lead off-page optimization activities, including link building, guest blogging, and backlink analysis. <p>3. Technical SEO:</p> <ul style="list-style-type: none">- Conduct technical SEO audits to identify and resolve website issues affecting search engine rankings and user experience.- Collaborate with IT and web development teams to implement technical SEO improvements. <p>4. Content Strategy:</p> <ul style="list-style-type: none">- Collaborate with content creators to develop SEO-friendly content, including blog posts, articles, and landing pages.- Ensure content aligns with target keywords and SEO best practices. <p>5. Keyword Analysis:</p> <ul style="list-style-type: none">- Conduct keyword research to identify high-value keywords and phrases to target.- Monitor keyword rankings and make recommendations for content optimization. <p>6. Competitor Analysis:</p> <ul style="list-style-type: none">- Monitor and analyze the SEO efforts of competitors and industry peers.- Identify trends and opportunities to maintain a competitive edge. <p>7. SEO Analytics and Reporting:</p>			

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- Utilize SEO analytics tools to measure the effectiveness of SEO efforts.
- Track key performance indicators (KPIs) such as organic search traffic, click-through rates, and conversions.
- Generate regular reports on SEO performance and provide actionable insights.

8. Local SEO (if applicable):

- Implement and optimize local SEO strategies to enhance the visibility of the NBFC's physical locations (if applicable).

Desired Profile

- Bachelor's degree in Marketing, Digital Marketing, Business, or a related field.
- Several years of experience in SEO and digital marketing roles, preferably within the financial services industry.
- Proficiency in SEO tools and analytics platforms.
- Strong analytical and strategic thinking abilities.
- Effective communication and interpersonal skills.
- Knowledge of NBFC products, regulatory requirements, and market dynamics.
- Track record of successful SEO strategies and improvements.