

Position: Process Associate - Keyword

Location: Financial District, Hyderabad

Reporting to: SEO Specialist

Number of openings: #2

About us: Template.net is a global product loved by 100 millions users. We are an 8 year old global brand bootstrapped from Hyderabad, India.

Who are we:

We are a passionate team of 200+ creators & engineers working from offices in Hyderabad, Singapore, Philippines & Vietnam. We are passionate about creating high quality, world class products.

Job overview:

We are seeking a dynamic and results-driven Digital Marketing Specialist to join our team and contribute to our growing online presence. If you have a keen eye for design, strong writing skills, and an interest in AI technologies, we want to hear from you.

Responsibilities:

- Optimizing landing pages for search engine optimization
- Performing ongoing keyword research including discovery and expansion of keyword opportunities
- Researching and implementing content recommendations for organic SEO success
- Research and analyze competitor SEO Strategy
- Develop and implement link building strategy
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

Qualifications:

- Bachelor's degree in related field.
- 1-2 years of proven experience in digital marketing, with a focus on successful campaign management.
- Proficiency in using digital marketing tools and platforms, including but not limited to Google Ads, Google Analytics, and social media management tools.
- Strong understanding of SEO best practices.
- Excellent written and verbal communication skills.
- Creative thinking and problem-solving abilities.

Preferred:

- BA (English) / Bachelor's Degree in Digital Marketing, Journalism, Mass communication or Literature

What's In Store for You:

- Fixed Days off on Saturdays and Sundays. Day shift - 9 AM to 6 PM
- Comprehensive HMO coverage upon regularization to take care of your health and well-being.
- Free lunch in the office
- Generous vacation and sick leaves benefits upon regularization, ensuring your work-life balance
- Enjoy a lively office environment with an ample supply of coffee to keep you energized and focused