

Manager - SEO

MyGov is the citizen engagement platform of the Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under the Ministry of Electronics & Information Technology. Details about MyGov can be seen at <https://MyGov.in>.

MyGov is looking for a SEO Expert who can help in optimizing MyGov content (with relevant keywords), prepare the appropriate/relevant Meta/OG Information's for web pages/social media posts/videos, with the help of relevant keywords and hashtags and catering to the target audience.

An ideal candidate should have work experience on search engines, as well as on all social media and video platforms, leading to more traffic.

The ability to work in a dynamic and exciting environment with strict deadlines and in a team is highly valued. Ultimately, you'll be required to drive citizen engagement.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you a regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of the initial contract period, a regular contract will be given.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for a Young Professional/Associate.

Interested candidates may apply in this form.

Position: Manager - SEO

No. of Position(s): 1

Qualification: Graduate/Post Graduate

Years of Experience: 5+ years of experience

Roles & Responsibilities

- MyGov is looking for a SEO EXPERT who can help in optimizing MyGov content (with relevant keywords), prepare the appropriate/relevant Meta/OG Information's for web pages/social media posts/videos, with the help of relevant keywords and hashtags and catering to the target audience.
- The primary responsibility is to increase the organic (unpaid) traffic, on search engines, as well as on all social media and video platforms, leading to more traffic.
- The candidate should be well versed in any competitive keywords planner (preferably Google Keywords Planner) and Semantic Analytics.
- The candidate should have direct experience for a minimum of 5 years in SEO at a reputed organization, with a very high success rate in attracting organic traffic. The ability to work in a dynamic and exciting environment with strict deadlines and in a team is highly valued.

Requirements

- Advanced level proficiency in SEO, SMO, ORM and all Digital Tools.
- Work Location: Delhi.