



The poster features a dark background with a laptop screen showing a website interface. The text is prominently displayed in white and orange. The logo 'The Go-To Guy! Helping Build Brands' is in the top left. The main headline 'WE'RE HIRING' is in a large white box, followed by 'PPC SPECIALIST' in orange. Below that, a dark teal banner contains the text 'SEND US YOUR CV reach@thegotoguy.co'. The website 'www.thegotoguy.co' is at the bottom right.

**The Go-To Guy!**  
Helping Build Brands

**WE'RE HIRING**

**PPC SPECIALIST**

SEND US YOUR CV  
reach@thegotoguy.co

www.thegotoguy.co

**About Us:** The Go-To Guy! is a brand under Disrupvation Digital Pvt. Ltd. and is the services arm of the company in the business of providing brand and marketing services.

Consultants have made... “Strategy” overrated! ; “Marketing” – A complicated myth and “Branding” – An untouchable convict. We, at The Go-To Guy! are attempting to break this norm and surprise the world every day! We are "Your Idea Execution Agency". If you have an idea, we will take it to the world. We build brand identities, activate presence & engage consumers - Online, Offline, Social & Mobile.

[www.thegotoguy.co](http://www.thegotoguy.co)

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**DISRUPVATION DIGITAL PRIVATE LIMITED**

📍 101, Block A, Sri Brindavanam, Street #2, Patrika Nagar,  
Hitech City, Madhapur, Hyderabad, Telangana - 500081

☎ +91 888 604 3366 ✉ [ajayakulkarni@gmail.com](mailto:ajayakulkarni@gmail.com) 🌐 [www.disrupvation.com](http://www.disrupvation.com)

**CIN NO. : U74999TG2018PTC127635**

If you are Adwords Certified and have a liking towards planning, budgeting and bidding then come join us at The Go-To Guy!

**Role:** PPC Specialist

**Location:** Hyderabad

**Position:** Full Time

### **Roles and Responsibilities:**

- Plan and execute on-page and off-page SEO activities for all clients (Across Industries)
- Identify SEO KPIs for all clients and work towards ensuring month over month improvement on those.
- Perform SEO Audit, Social Audit and Competitor Audit for all clients and new prospects as and when needed.
- Improve discoverability for mission critical target keywords for all clients based on their product/service offerings, industry and domain.
- Work on content marketing and content syndication for all clients.
- Prepare and present regular weekly & monthly reports to management
- Create buyer persona to better target identified audiences for digital campaigns
- Identify problems and deficiency and implement solutions in a timely manner
- Suggest improvements in SEO processes for productivity optimization and ROI
- Collaborate with web developers and content team to ensure smooth functioning of SEO related activities
- Stay up to date with the latest SEO and digital marketing latest trends and best practice

### **Qualifications:**

- 4-5 years of experience
- Proven success in implementing SEO strategies for both B2B & B2C businesses
- Expertise in A/B and other testing methods for optimizing performance
- In-depth knowledge of tools required for SEO activities.
- Critical thinker and problem-solving skills
- Team player with excellent time-management & communication skills

#SEO #JobOpening #TheGo-ToGuy #SEOSpecialist

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