



The graphic features a dark background with a laptop screen showing a website interface. The text is overlaid on the image. At the top left is the logo and tagline. The main headline is in a white box. Below it is the job title in orange. A dark teal banner contains the application instructions. The website URL is at the bottom right.

The Go-To Guy!
Helping Build Brands

WE'RE HIRING

SEO 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

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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 🌐 www.disrupvation.com

CIN NO. : U74999TG2018PTC127635

Can you drill down the right keywords and help web pages to rank better.
If you can, come join us at The Go-To Guy!

Role: SEO 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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