



## SEO Expert

- **Vacancy for:** 1
- **Posted on:** Sept. 11, 2017
- **Deadline:** Dec. 14, 2017, 11:55 p.m.

### Basic Job Information

Job Category	: IT & Telecommunication
Job Level	: Mid Level
Employment Type	: Full Time
Job Location	: Thamel, Kathmandu, Central Development Region, Nepal
Offered Salary	: NRs. 16,000.00 - 18,000.00 Monthly

### Job Specification

Education Level	: Intermediate
Experience Required	: More than 2 years
Professional Skill Required:	<a href="#">On Page And Off Page Optimization</a> <a href="#">Google Adwords</a> <a href="#">Search Engine Marketing</a> <a href="#">Seo</a> <a href="#">Search Engine Optimization</a>

### Other Specification

- Proven SEO experience
- Proven SEM experience managing campaign across Google, Yahoo, and Bing
- Solid understanding of performance marketing, conversion, and online customer acquisition
- At least 2 years experience in SEO
- Assess the SEO for clients websites
- Produce keyword documents
- Link building
- Tidy up website issues
- Some content creation

### Job Description

We need following activities for a full month for a B2B business.

### Initial Review & Analysis

- Site Analysis

- Content Delicacy Check
- Initial Rank Report
- Keyword Research

### **On Page Optimization**

- Canonicalization
- Website Page Load Optimization
- Header Tags Optimization
- HTML Code Cleanup & Optimization
- Internal link structuring & optimization
- Pages H tags optimization
- Image & Hyperlink Optimization
- Robots.txt Creation/Analysis
- HTML & XML Sitemap
- Favicon icon Optimization
- Updating Pages & Hcard Integration
- Google & Bing Webmaster Tools
- Google Analytics Setup
- Setting Geo Targeting in Google

### **Off Page Optimization**

#### **Local Search Optimization**

- Google Local Places Setup & Verification
- Google Places - Photo/Multimedia additions
- Customer Reviews/Ratings
- Listings in Online Yellow Pages

#### **Other Link Building Activities**

- Directory Submission
- Profile Link Building
- Blog Commenting
- Review Posting
- RSS Submissions
- PDF Submission

#### **Images and Video Marketing**

- Pinterest Pinned
- PPT Creation and Submission
- Video Creation and Submission

- Infographic Creation

### **Content Marketing**

- Promote Written Blogs
- Informational Article Writing & Submission
- Press Release Writing & Submission
- Guest Blog Posting

### **Social Media Optimization**

- Social Bookmarking
- Facebook & Twitter Account Setup
- Profile Content Writing
- Facebook Wall Updates
- Google+ Update
- Facebook Timeline Design

### **Monthly Reporting**

- Search Engine Rank Report
- Google Analytics Report
- Activity Report
- Monthly Action Plan

***Please do not apply if you are not able to fulfil all the above requirements. The company will provide 2-month contract initially and re-contract on a yearly basis if the work is found satisfactory.***

***The company will provide 24 days off in a year, you will be working from 10 AM to 5 PM. There will be a 1-hour lunch break in the middle. You will be working 6 days a week. On top of the salary, the company will also provide 2% commission from every sale made on the website\*.***