

## Search Engine Optimization Specialist

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Company: Vastu Vihar (Technoculture Building Centre Pvt Ltd)

Location: gaya

Category: other-general

### Company Description

Vastu Vihar (Technoculture Building Centre Pvt Ltd) is a company promoted by Technoculture Building Centre, an organisation sponsored by the Ministry of Urban Development - Government of India through HUDCO and BMTPC. The company is engaged in the design and implementation of cost-effective housing projects for the urban and semi-urban middle-class citizens. With operations in Bihar, Jharkhand, Orissa, West Bengal, Madhya Pradesh, and Uttar Pradesh, Vastu Vihar has completed over 14,000 housing units and currently has over 25,000 units under construction in 51 cities.

### Role Description

This is a full-time on-site role located in Gaya for a Search Engine Optimization Specialist. The Specialist will be responsible for conducting keyword research, performing SEO audits, building links, analyzing web analytics, and implementing on-page SEO strategies.

### Qualifications

Keyword Research and SEO Audits

Link Building and Web Analytics

On-Page SEO

Experience with SEO tools and platforms

Strong analytical skills and attention to detail

Excellent written and verbal communication skills

Ability to work independently and as part of a team

Knowledge of HTML, CSS, and JavaScript is a plus

Experience in the real estate industry is a plus

Bachelor's degree in Marketing, Business, or related field

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