

Search Engine Optimization Specialist

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Company: Al-Baik Food System Pvt. Ltd

Location: lucknow

Category: other-general

Company DescriptionAl-Baik Food System Pvt. Ltd, located in Lucknow, is one of the best restaurants in the fried chicken segment in India. They are currently expanding their franchise opportunities and inviting individuals interested in being their own boss and joining the largest growing food chain in India. Al-Baik offers a unique and delicious menu that has garnered a loyal customer base.**Website :** www.albaikfoods.in & www.albaikfoods.com

DescriptionThis is a full-time on-site role for a Search Engine Optimization (SEO) Specialist. The SEO Specialist will be responsible for conducting keyword research, performing SEO audits, implementing on-page SEO strategies, building quality links, analyzing web analytics, and optimizing website performance. They will collaborate with cross-functional teams to improve website visibility and drive organic traffic.**Qualifications**Proficient in keyword research and analysisExperience in SEO audits and implementing on-page SEO strategiesStrong knowledge of web analytics toolsProven ability to build quality backlinksExcellent analytical and problem-solving skillsUp-to-date with the latest trends and best practices in SEOExperience with content management systems (CMS)Basic HTML and CSS knowledgeExcellent written and verbal communication skillsAbility to work collaboratively in a team environmentExperience in the food industry is a plusBachelor's degree in Marketing, Advertising, or a related fieldExperience in Graphic Design & Video EditingHands on experience on Social Media Marketing

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