

# Job Role: SEO Executive

**Location:** Lucknow, India

**Job Type:** Full Time

**Salary:** Subject to Interview

**Experience:** 0 to 2 Years

## About Logelite Pvt. Ltd.

Logelite is a forward-thinking digital marketing company committed to delivering innovative solutions that drive business growth. We specialize in a wide range of digital marketing services, including SEO, SEM, SMO, SMM, and Website Design and Development. Logelite helps businesses establish a strong online presence and achieve measurable success in the digital landscape.

## Job Description:

We are looking for a motivated and enthusiastic SEO Executive to join our growing team. In this role, you will have the chance to learn and apply core SEO skills while helping us improve our online presence. The ideal candidate should have an understanding of SEO and a strong interest in improving website rankings and increasing organic traffic.

## Responsibilities:

- Conduct keyword research and analysis to identify relevant keywords and phrases.
- On-page optimization, including website content optimization, meta descriptions, title tags, and internal linking.
- Off-page optimization, including link building, social media marketing, and influencer outreach.
- Track, analyze, and report on SEO performance metrics, including website traffic, rankings, and conversions.
- Stay up-to-date on the latest SEO trends, algorithms, and best practices.
- Collaborate with content writers and designers to ensure SEO best practices are implemented throughout the website.
- Manage and execute SEO campaigns across multiple channels.
- Develop and implement SEO strategies for new products and services.
- Provide recommendations and insights to improve website online presence and user experience.

## Requirements:

- Bachelor's degree in Marketing, Communication, or a related field.

- Strong interest in SEO and digital marketing.
- Eagerness to learn and stay updated with SEO trends and best practices.
- Basic understanding of SEO principles (training will be provided).
- Strong analytical mindset and problem-solving abilities.
- Excellent written and verbal communication skills.
- Familiarity with SEO tools (such as Google Analytics, Search Console, SEMrush, Ahrefs) is a plus, but not mandatory.
- Exposure to content management systems (CMS) like WordPress is a bonus.
- High attention to detail and organizational skills.
- Ability to work independently and collaborate effectively within a team.

**Benefits:**

Paid leaves, professional development opportunities, etc.

**To Apply:**

Please send your Curriculum Vitae (CV) and cover letter to [hr@logelite.com](mailto:hr@logelite.com) or apply directly through our Career Page.

