

Job Description

SEO Manager / SEO Team Lead

Position Title: SEO Manager / SEO Team Lead

Experience Required: Minimum 4 Years

Location: Thane

Job Summary:

We are seeking an experienced SEO Manager / SEO Team Lead to develop and implement effective SEO strategies, manage SEO performance, and lead a team of SEO professionals. The candidate will be responsible for improving organic visibility, website performance, technical SEO, and content optimization while collaborating with content, design, and development teams.

Key Responsibilities:

- Develop and implement on-page, off-page, and technical SEO strategies aligned with business goals.
- Lead and mentor the SEO team and ensure effective execution of SEO initiatives.
- Analyze traffic, rankings, and performance metrics and conduct technical SEO audits.
- Manage GA4, Google Search Console, and Google Tag Manager integration and tracking.
- Optimize keywords, content, metadata, and other on-page elements in collaboration with content, design, and development teams.
- Monitor algorithm updates, SEO trends, tools, and industry best practices.

Required Skills and Qualifications:

- Bachelor's degree in Management Studies, Business Administration, Mass Media, Digital Marketing, or a related field.
- Minimum 4 years of hands-on SEO experience, preferably with team-handling experience.
- Strong knowledge of on-page, off-page, and technical SEO, keyword research, content optimization, and website analytics.
- Hands-on experience with GA4, Google Search Console, Google Tag Manager, and SEO tools.
- Strong analytical, communication, leadership, and team-management skills.

