

## **Full Time Internship – Digital Marketing**

### **Responsibilities and Duties**

1. Perform on-page SEO audit and implementation for blog and website
2. Perform keyword research, competitor tracking and finalizing the keyword strategy for website and blog
3. Identify Off-page SEO opportunities and implement the same for website and blog
4. Perform traffic monitoring, reporting - month on month basis and suggesting the improvements for the same
5. Driving the blog program and suggesting new topics having good SEO opportunity
6. Perform inter linking of website & blog
7. Manage all social media accounts.

### **Required Experience, Skills and Qualifications**

1. Good communication and interpersonal skills
2. Degree with good English communication skills
3. Must be proficient in writing good English
4. Skill(s) required: Google Analytics, Search Engine Marketing (SEM), Digital Marketing, Google Webmaster, Search Engine Optimization (SEO) and Face book Marketing, Social Media Marketing(SMO), SEO Tools