

Location: **Bangalore**

Experience: **4+ years**

Identity Access Management (IAM) is one of the three highest growth technologies in IT industry. ILANTUS is one of the global leaders in IAM. Known for technical innovation (3 international patents) and customer service in US, ILANTUS is at the most exciting phase of its 18-year-old history. ILANTUS products like Niche, Compact & Identity Plus are cutting edge. ILANTUS has some exciting career opportunities for leaders who would like to write history. We are looking for a right candidate for “SEO Analyst” position.

Job Brief:

We are looking for an SEO expert to manage all search engine optimization and marketing activities. You will be responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks.

Responsibilities:

- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Perform ongoing keyword discovery, expansion and optimization
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Track, report, and analyze website analytics
- Optimize copy and landing pages for search engine marketing
- Research and implement search engine optimization recommendations
- Develop and implement link building strategy
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Perform tasks such as (XML sitemaps, analytics, webmaster tools) for purposes of diagnostic, reporting on projects

Requirements:

- Proven SEO experience
- Solid understanding of performance marketing, conversion, and online customer acquisition
- In-depth experience with website analytics tools (e.g, Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Knowledge of ranking factors and search engine algorithms
- Up-to-date with the latest trends and best practices in SEO
- Experience working with popular keyword tools (Google, WordTracker, Keyword Discovery, etc)