

About Karomi

Karomi is a leading Enterprise SaaS provider. Our flagship manageartworks.com platform enables 4000 leading Global and Indian brands Reach markets faster with Karomi's end-to-end packaging & artwork management system while achieving 100% compliance. We offer everything to get your artwork projects going. Manage every step of the packaging and artwork process.

Location: Chennai

Position: SEO Specialist

Job Description:

We are seeking an experienced SEO Specialist with a minimum of 3-5 years of proven experience to join our organization. The ideal candidate will be responsible for planning, implementing, and managing our SEO strategy to optimize our online presence, drive organic traffic to our website, and improve search engine rankings. The candidate will have strong analytical skills, be able to evaluate and improve the effectiveness of our SEO efforts and stay up-to-date with the latest industry trends and best practices.

Responsibilities:

- Develop and execute a comprehensive SEO strategy that includes on-page, off-page, and technical optimizations to improve our website's organic search visibility and rankings.
- Conduct keyword research and analysis to identify high-value, relevant, and achievable keywords to target in our content and marketing efforts.
- Optimize website content, meta tags, and HTML code for search engines and user experience.

- Analyze and monitor website performance, including traffic, rankings, and user engagement metrics, using tools such as Google Analytics, Google Search Console, and other SEO tools.
- Identify and implement strategies to earn high-quality backlinks from authoritative websites to increase domain authority and referral traffic.
- Conduct regular SEO audits to identify and fix technical issues that may be impacting search visibility, such as broken links, duplicate content, and site speed.
- Collaborate with content creators, marketing teams, and web developers to ensure that SEO best practices are integrated throughout the organization's digital efforts.
- Stay up-to-date with the latest SEO trends, algorithm updates, and industry best practices to continually refine and improve our SEO strategy.
- Monitor and analyze competitors' SEO strategies and performance to identify opportunities for improvement and differentiation.
- Provide regular reports and insights on SEO performance, trends, and opportunities to stakeholders and management.

Requirements:

- A minimum of 3-5 years of proven SEO experience, preferably in a similar industry or for a comparable organization.
- A strong understanding of search engine algorithms, ranking factors, and SEO best practices.
- Proficient in using SEO tools such as Google Analytics, Google Search Console, Moz, SEMrush, Ahrefs, or similar platforms.
- Excellent analytical and problem-solving skills, with the ability to interpret data, identify trends, and provide actionable insights.
- Familiarity with HTML, CSS, and JavaScript, as well as experience with Content Management Systems (CMS) such as WordPress.

- Strong communication and collaboration skills, with the ability to work effectively with cross-functional teams.
- A proactive, results-driven attitude with a focus on continuous improvement.
- Up-to-date with the latest trends and best practices in digital marketing and SEO.
- A Bachelor's degree in Marketing, Communications, Computer Science, or a related field is preferred but not required.

To apply, please submit your resume, cover letter, and any relevant work samples or case studies that demonstrate your SEO expertise and successes.

Website: www.karomi.com and www.manageartworks.com