

SEO Analyst

Company: GrowthSRC Media (<https://growthsrc.com/>)

Job Title: SEO Analyst

Location: Pune

Type: In-person, Full-Time

Experience: 0 to 2 years

Working Days: Mon-Fri

Office Location

[401 & 402, Vaidehi Vista, Pashan, Pune, Maharashtra 411021](#)

Role Overview

As an SEO Analyst, you will join the SEO and Content Strategy team for our e-commerce division. You'll be responsible for execution of critical tasks across Tech, Content and Link Building departments, often working as a part of multiple departments. You'll work on initiatives that help grow organic visibility and traffic of our client websites.

You will report to the account managers and Head of Operations. You will have access to the most advanced SEO processes and SOPs, best-in-industry courses, premier SEO tools, AI tools and platforms. You will learn from and be part of an industry-leading team that delivers actionable insights and makes informed strategic decisions for our clients. You will get a chance to collaborate with India's youngest and hottest brands that are changing the way we design our lives.

What You'll Do

- Learn the basics of SEO and analytics platforms to understand the execution part of the strategy.
- Conduct keyword research and mapping for product categories, identifying opportunities based on volume, competition, and intent.
- Perform regular competitor analysis including gap analysis, SERP ownership, and feature comparison to identify opportunities and threats. In short, own the organic growth of the clients.
- Collaborate with content teams to develop and optimize product descriptions, collection page content, and SEO-recommended content that matches user

search intent. Learn to understand the inner workings of content that drives traffic, and scale the same for multiple clients.

- Monitor and analyze core algorithm updates, conducting impact assessments and developing action plans to maintain or improve rankings.
- Develop strategies for seasonal peaks and promotional periods to maximize organic visibility.
- Work on technical SEO audits to identify issues that are affecting website visibility and learn to recommend the best practices for growth.
- Learn link building tactics and help with acquiring high quality backlinks for clients.

You Will Be A Right Fit If You Have

- **Curiosity:** Eager to learn, explore new ideas, and ask insightful questions to drive innovation and personal growth.
- **High Attention to Detail:** Ensures accuracy and quality in work, maintaining high standards in every task.
- **Self-Awareness:** Understands personal strengths and growth areas, fostering collaboration and adaptability to learn new tasks.
- **Self-Disciplined:** Manages time effectively and follows the ethical code of conduct of a professional environment, delivering consistent results without granular supervision .
- **Result-Driven:** Focuses on achieving measurable outcomes, with a mindset of exceeding expectations consistently.
- **Proactive:** Takes initiative, offering solutions and driving progress independently.
- **Strong Communicator:** Speaks and understands English, effectively conveys ideas, listens actively, and ensures clear, constructive interactions and isn't afraid to ask questions whenever clarity is required.
- **Collaborator:** A collaborative team player who values the success of the whole team, in addition to their own.
- **Technically Fluent:** Possesses a solid understanding and curiosity to learn and use relevant tools and technologies, ensuring efficient execution of tasks, cross-functional communication and problem-solving.

Who are We

GrowthSRC Media is a team of growth hackers, creatives and strategists who help unlock rapid measurable growth for some of India's category-defining brands. We bring together growth marketing, content and creative expertise into a single cohesive team augmented with proven execution and robust data analytics that propel organic growth for our clients.

We are located in Pune and support our clients across the globe. Our client portfolio spans VC-backed startups and scale-ups including the likes of Kerala Ayurvedam The Pant Project, 1 Hair Stop, Home Essentials, and many more.

GrowthSRC aims to hire the best, train the best, service the best, and empower the best by providing top-notch resources and tools for success.

Company Culture is at Our Core

We aspire to design a workplace built for today, inspired by tomorrow. We know that companies with a strong culture and a higher purpose perform better in the long run.

These are the core behaviours that our team lives by:

1. We are a team, not a family.
2. We are pro-growth.
3. We believe in radical candor.
4. We promote autonomy and accountability
5. We are problem solvers.
6. We breathe 4Cs that make up culture for us - clients, communication, curiosity & courage.

Benefits of Working With Us

- **Professional growth:** we believe in helping each member of our team grow personally and professionally, and we promote from within.
- **Collaborative Work Culture:** Smart teammates that push your professional capabilities to the next level and help you learn from the best.
- **Mentorship:** 1-on-1 mentorship from founders, along with team training and workshops. We help you find the right role for you within our agency to enhance your skillsets.
- **Small Team Environment:** Experience a close-knit work culture that gives you the ability to stand out, take ownership of projects, and make a big impact.
- **Learning Enablement:** Access to the world's best courses on SEO, Digital Marketing, YouTube and internal SOPs.

To apply, share your resume on hello@growthsrc.com