RAMANUJAN COLLEGE
Accredited Grade 'A++ (3.71)' by NAAC
(University of Delhi)
C.R. Park Main Road, Block H,
Kalkaji, New Delhi-110 019
ISO 9001:2008 Certified Organisation

रामानुजन महाविद्यालय
नैक द्वारा मान्यता प्राप्त ग्रेड ए++ (३.७१)
(दिल्ली विश्वविद्यालय)
सी आर पार्क, मुख्य सड़क, ब्लॉक एच,
कालकाजी, नई दिल्ली– ११००१६
आई एस ओ ६००१:२००८ प्रमाणित संगठन

NOTICE
PLACEMENT & CAREER DEVELOPMENT CELL
Tradehike
Internship Notice

Date- 28th October 2023

Notice No: 231034

About the Company

We are a full-service eCommerce management company helping eCommerce businesses grow through our data-driven UX design, development, CRO, and marketing services.
 Website: www.tradehike.co

Profile:

1. SEO- Associate
2. SEO- Keyword Researcher

Eligibility: All Courses | All years

Stipend: INR 7.5K-10K per month

Job Location: Hybrid (WFH + Delhi/NCR)

Duration: 3-6 months

Roles and responsibilities:

1. SEO- Associate
   - Assist in optimizing website content and structure to improve search engine rankings. Thisincludes keyword placement, meta tag optimization, header tags, and internal linking.
   - Collaborate with the SEO team to research and select relevant keywords for on-page optimization.
   - Review website content to identify areas for improvement and optimization. Work on content updates to enhance SEO.
   - Collaborate with the technical team to ensure that the website is optimized for search engines

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- Help in researching and analyzing competitor websites to identify on-page optimizationopportunities.
- Assist in the development and execution of off-page SEO strategies and technical SEOstrategies, including link building campaigns to increase website authority and visibility.
- Identify guest posting opportunities and contribute high-quality content to relevant websites to build backlinks.
- Participate in social media engagement and promotion activities to support off-page SEOefforts.
- Research and analyze competitor backlink profiles to identify opportunities for improvement.

2. SEO- Keyword Researcher
- Assist in optimizing website content and structure to improve search engine rankings. Thisincludes keyword placement, meta tag optimization, header tags, and internal linking.
- Collaborate with the SEO team to research and select relevant keywords for on-pageoptimization.
- Review website content to identify areas for improvement and optimization. Work oncontent updates to enhance SEO.
- Collaborate with the technical team to ensure that the website is optimized for searchengines.
- Help in researching and analyzing competitor websites to identify on-page optimizationopportunities.
- Assist in the development and execution of off-page SEO strategies and technical SEOstrategies, including link building campaigns to increase website authority and visibility.
- Identify guest posting opportunities and contribute high-quality content to relevant websitesto build backlinks.
- Participate in social media engagement and promotion activities to support off-page SEOefforts.
- Research and analyze competitor backlink profiles to identify opportunities forimprovement.

Skills and Competencies required:

1. SEO- Associate
- Proficiency in optimizing web pages for SEO, including meta tags, content, and internallinking.
- Knowledge of off-page SEO techniques, such as backlink building and social mediapromotion.
- Understanding of technical aspects like website structure, site speed, and mobile-friendliness for SEO optimization.
- Ability to create high-quality, SEO-friendly content that engages users and search engines.

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- Familiarity with tools like Google Analytics and Search Console to track and analyzewebsite performance.
- Skill in researching and analyzing competitor SEO strategies to identify opportunities.

2. SEO- Keyword Researcher
   - A deep understanding of keyword research tools and techniques to identify high-valuekeywords and search trends.
   - The ability to analyze competitors' keyword strategies and identify gaps and opportunities.
   - Proficiency in determining user search intent and aligning keyword selection with contentgoals.
   - Skill in identifying and utilizing long-tail keywords for Knowledge of assessing keywordsearch volume and competition levels to make informed keyword choices.
   - The capacity to analyze search engine results pages (SERPs) for chosen keywords andadapt strategies accordingly.

Note: PPO Opportunity

Apply at: https://forms.gle/7GrUbMHE8TDLsiB68

Last Date to Register: 30th October 2023

In case of any queries, please contact Aarush Placement Co-Ordinator).

Note: If you are applying for this Placement/Internship Drive, the it is compulsory for you to attend the interview session, if not then you will be **BLACKLISTED**, and won't be able to appear for any further Placement Drives. We at Placement and Career Development Cell work hard to invite companies at the campus to recruit students, but with this behaviour, companies deny to connect with us in further drives.

If your issue is genuine, mail us at **placement@ramanujan.du.ac.in**explaining why you didn't attend the session.

If your reason would be genuine your name will be withdrawn from the BLACKLIST.