

Digital Web Solutions(DWS)

SEO Trainee - Outreach

Job Profile Details

Placement Cycle	ARKA JAIN University - Placements 2024-25
Job Location	Work From Home
Date of Visit	NA
Position Type	Full Time
Expected Hires	NA
Sector	Writing / Editing
CTC	INR 300000
Category	Level 2 - General
Description	<p>Company Website - https://www.digitalwebsolutions.com/ Job Title: SEO Trainee - Outreach Location: WFH Job Type Type: Internship+PPO Apply Here: https://forms.gle/CccWzMkxV2DQEGvZ7 Internship Duration- 3 Months Stipend- INR 15K CTC- 3,00,000 per annum (Fixed) + 1.0L Variable Last day to apply- 30th Jan 2025 Service Agreement- NIL Qualification:-MBA/BBA/B.COM/BSC & BA ENGLISH Passing Batch -2025 Mode of Interview- virtual Shift: Day Overview: As an SEO Trainee, candidate play a pivotal role in enhancing a website's online presence through high- quality link-building strategies. Candidate primary focus will be on generating back links, improving search engine rankings, and executing outreach campaigns with creativity and precision. Key Responsibilities: Identify and engage with media contacts, bloggers, and influencers within relevant industries. Perform strategic email outreach to promote client content and services effectively. Maintain fresh outreach communication through consistent follow-ups. Build, nurture, and grow relationships with journalists, bloggers, and media outlets. Run A/B tests on email subject lines and content to optimize</p>

outreach performance.

Skills & Qualifications:

Hands-on experience in SEO Guest Posting or a similar role.
Bachelor's degree in Marketing, Mass Communication, English, Journalism, or a related field.

Expertise in online analytics tools such as Google Analytics, WebTrends, etc.

Strong knowledge of SEO keyword optimization, web traffic tracking tools, and techniques.

Familiarity with industry tools like SEMRush, Ahrefs, Moz, Google Search Console, and Screaming Frog.

Solid understanding of JavaScript, HTML, and CSS development constraints.

Experience with multivariate experiments and A/B testing.

Proficiency in written and verbal English, with exceptional communication and editing skills.

Highly skilled in time management and result-oriented with a curious and research-driven mindset.

Home-Based Requirements:

A reliable computer with a minimum 10Mbps internet connection (fiber connection preferred).

Backup plan for power outages or unstable internet connections.

A modern laptop/desktop with 8GB RAM or higher.

Decent headset and webcam for virtual collaboration.

A quiet, private workspace free from background noise.

Open for Courses

- Jain - Arka Jain University Jharkhand

BBA

1. Marketing
2. Human Resources
3. Business Administration & Management
4. Commerce
5. Entrepreneurship
6. Finance & Financial Management
7. Accounting
8. Banking
9. Digital Marketing
10. Finance
11. Marketing
12. Human Resource

B.Com (Hons.)

1. Accounting
2. Finance & Financial Management
3. Marketing

4. Human Resources
5. Commerce
6. Data Science
7. Finance
8. Marketing
9. Human Resource
10. Finance

B.Sc

1. Information Technology
2. Biotechnology

BA (Hons.)

1. English
2. English

MBA (Semester)

1. Business Administration & Management
2. Finance
3. Human Resources
4. Commerce
5. Finance & Financial Management
6. Marketing
7. Marketing & Sales
8. Marketing & Finance
9. Marketing & Human Resource

Eligibility Criteria

MBA (Semester)	<i>All students are eligible</i>
B.Com (Hons.)	<i>All students are eligible</i>
BBA	<i>All students are eligible</i>
BA (Hons.)	<i>All students are eligible</i>
B.Sc	<i>All students are eligible</i>

Work Experience Criteria	No work experience based criteria defined yet!
Allowed Genders	[Y] Male students [Y] Female students [Y] Other Genders
Backlogs	Students with backlog(s) not allowed

Hiring Workflow

Pre-placement Talk

No Venue/Time specified

Additional Info

No additional information