



Hiring for SEO & Data Analytics Specialist (SEO | AEO | GA4)

Experience: minimum 3 years

Location: Delhi

Key Responsibilities

- Own and execute SEO strategy for higher education program pages, landing pages, blogs, and admission-focused content
- Drive Answer Engine Optimization (AEO) for AI-led search experiences (Google SGE, voice search, AI assistants)
- Manage and optimize GA4 implementation across all higher education digital properties
- Track and analyze the full funnel from traffic to lead to application to enrolment
- Build dashboards and reports for performance marketing, content, and admissions teams
- Conduct keyword research aligned with higher education intent (MBA/PGDM, executive education, online programs)
- Collaborate with content, creative, performance marketing, and admissions teams to improve conversion rates
- Identify insights on lead quality, drop-offs, and attribution to support admissions decision-making
- Ensure SEO best practices across technical SEO, on-page, and off-page initiatives

Required Skills & Tools

- Strong expertise in SEO (technical, on-page, off-page)
- Working knowledge of AEO and AI-driven search behavior
- Google Analytics 4 (GA4) – advanced proficiency
- Google Search Console, Tag Manager
- SEO tools such as Ahrefs / SEMrush / Screaming Frog
- Data visualization tools (Looker Studio or equivalent)

