



B&B Associates LLP



# SEO Executive & Content Writer

Panchkula, Haryana, India · 20 hours ago · 6 applicants

✓ On-site

Full-time

4 of 10 skills match: Web Content Writing, Off-Page SEO, On-Page SEO, Search Engine ...

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## About the job

B&B Associate LLP is a prestigious law firm dedicated to providing exceptional legal services to our clients. We are looking for a dynamic and motivated SEO Executive & Content Writer to join our team.

### Key Responsibilities:

- **SEO Optimization:**
  - Conduct keyword research to guide content teams.
  - Optimize website content, meta tags, and landing pages for search engines.
  - Perform ongoing keyword discovery, expansion, and optimization.
  - Develop and implement link-building strategies.
  - Monitor and analyze SEO statistics such as redirects, click rate, bounce rate, and others.
- **Content Writing:**
  - Write, edit, and publish engaging and high-quality content for the firm's website, blog, social media, and other digital platforms.
  - Ensure all content is aligned with SEO best practices and the firm's branding.
  - Collaborate with the marketing and legal teams to produce relevant content that meets the needs of our target audience.
- **Performance Tracking:**
  - Various tools, such as Google Analytics and Google Search Console, are used to measure the performance of SEO efforts.
  - Provide regular reports on website traffic, search trends, and user behavior.
  - Make data-driven decisions to improve content and SEO strategies.
- **Industry Trends:**
  - Stay up-to-date with the latest SEO and digital marketing trends and best practices.

- Provide recommendations for content and SEO strategy adjustments based on the latest trends and insights.

#### Qualifications:

- **Experience:** 3 months to 1 year of experience in SEO and content writing.
- **Education:** A degree in Marketing, Communications, English, or a related field is preferred.
- **Skills:** Strong understanding of SEO principles and best practices.
- Excellent writing and editing skills with a keen eye for detail.
- Familiarity with SEO tools such as Google Analytics, Google Search Console, and SEMrush.
- Basic understanding of HTML/CSS is a plus.
- Strong analytical skills to interpret website traffic data and make actionable recommendations.
- Ability to work independently and manage multiple projects simultaneously.

#### How to Apply:

Interested candidates are invited to submit their resume on [jobs@bnblegal.com](mailto:jobs@bnblegal.com). If you have work samples, please include them as they can be a significant advantage in the selection process.