



**Job Title:** Search Engine Optimization (SEO) Analyst

**Location:** Coimbatore

**Type:** Full-Time

**Mode:** On-Site

### **About Us**

Yatzar Creations Private Limited is an Integrated AECO (Architecture, Engineering, Construction, and Operations) Consultancy Solutions company. We provide comprehensive services across the built environment sector, combining innovative design, engineering excellence, and digital solutions to deliver exceptional value to our clients.

### **Role Overview**

We are seeking a highly motivated and skilled SEO Analyst to join our team in Coimbatore. The ideal candidate will have a strong background in SEO strategy and implementation, with a passion for driving organic growth through data-driven insights and industry-specific optimization techniques.

### **Key Responsibilities**

- Develop and implement effective SEO strategies tailored to the AECO sector
- Optimize website structure, technical elements, and content to improve organic visibility and search engine rankings
- Collaborate with the content team to create targeted, industry-relevant content that enhances user engagement and traffic
- Execute local SEO initiatives to strengthen regional presence and visibility
- Conduct comprehensive keyword research, competitor analysis, and link-building activities
- Monitor, analyze, and report on website performance using SEO and analytics tools
- Stay up to date with the latest SEO trends, algorithm changes, and digital marketing best practices
- Coordinate with web development teams to ensure SEO-friendly site architecture and functionality
- Manage and optimize listings on AECO-specific directories and platforms



## Qualifications & Requirements

- Minimum of 2 years of hands-on experience in SEO strategy and execution
- Solid understanding of search engine algorithms, ranking factors, and keyword optimization
- Proficiency in SEO tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, or similar
- Strong knowledge of technical SEO including structured data, crawlability, and mobile optimization
- Experience in content optimization for both search engines and end-users
- Strong analytical and problem-solving skills with the ability to convert data into actionable insights
- Excellent communication and collaboration abilities

## How to Apply

If you're ready to make a meaningful impact in the digital space of the AECO industry, send your resume to [reachus@yatzarcreations.com](mailto:reachus@yatzarcreations.com). We look forward to hearing from you!