

Job Description – SEO Manager



Breathe Well-Being



About Us

Backed by Y Combinator, Accel Partners, General Catalyst, Scott Shleifer, Global MD, Tiger Global, and other leading institutional investors, Breathe Well-being is helping 70M Indians to prevent and manage, and reverse Type 2 Diabetes.

Over the next 5 years, we are on a mission to help 1M Indians reverse and manage Type 2 Diabetes while building a trusted and loved community for people with chronic conditions.

We have a clinically verified digital well-being game that helps people with Type 2 Diabetes reduce blood glucose and lose weight, fun and engagingly. We combine principles of game design with our community-first approach and a proven Diabetes reversal curriculum to make adherence to our protocols simple and intuitive. Our Net Promoter Score is 76 and more than 40% of our current customers are coming from word of mouth!

Our Team

Founded by Rohan Verma and Aditya Kaicker, repeat founders in healthcare, we are a diverse group of 100+ people (doctors, engineers, designers, fitness coaches, and dieticians) who have been fortunate to study at leading colleges like UCLA, NTU, BITS Pilani and have extensively worked at great companies like McKinsey&Company, Accenture & Nomura.



About the Role

The focus of this position is to develop and implement effective search engine optimization (SEO) strategies. Coordinating content, design, social media, pay-per-click (PPC) marketing, and, other activities. Managing offsite and onsite optimization projects and reporting on performance.



Responsibilities

- Develop and execute successful SEO strategies. Hands-on experience with On-page and Off-page activities
- Manage a team of SEO Specialists
- Conduct keyword research to guide content teams, review technical SEO issues and recommend fixes
- Optimize website content, landing pages, and paid search copy
- Hands-On experience in WordPress CRM Conducting on-site and off-site analysis of our SEO competitors.
- Using tools such as Google Analytics, Search Console, SEMrush, etc., compile regular performance reports.



Requirements

- You should have a minimum of 5-7 years of experience in SEO.
- Experience in implementing SEO changes on the website. Technical SEO
- Experienced in generating high traffic on websites, collecting data and reporting on rankings
- Experienced in A/B Testing
- Knowledge about Google Tag Manager.
- Analyzing data, preparing reports from google web console, Google Analytics.

Compensation

Industry leading compensation

Please drop your resume at careers@breathewellbeing.in