**Responsibilities:**

* Conduct keyword research to identify relevant search terms and opportunities for optimization.
* Optimize website content, including page titles, Meta descriptions, headings, and internal linking structure, to improve organic search visibility.
* Monitor and analyse website performance using SEO tools such as Google Analytics, Google Search Console, and SEMrush.
* Track keyword rankings, organic traffic, and other key performance indicators (KPIs) to measure the effectiveness of SEO efforts.
* Identify technical SEO issues and work with the development team to implement solutions.
* Perform competitor analysis to identify strengths, weaknesses, and opportunities for improvement.
* Stay up-to-date with the latest trends and best practices in SEO and search engine algorithms.
* Collaborate with content creators, developers, and other teams to ensure SEO best practices are incorporated into website updates and new initiatives.