

We're Hiring – For a Leading Lifestyle Company! 📢

Position: **Web & SEO Expert**

Salary: BDT 40,000 – 50,000 + Lunch Facility

Job Location: Uttara (Sector 13)

Application Deadline: **Urgent Hiring!**

🎯 **Job Purpose:** The ideal candidate will be responsible for strengthening the brand's online presence and driving fashion product sales through the company's own website by implementing effective web management and SEO strategies.

🔑 **Key Responsibilities:**

- Manage and optimize the company website to ensure smooth performance and user experience.
- Plan and execute SEO strategies (On-page, Off-page & Technical SEO) to increase organic traffic.
- Optimize product pages, landing pages, and content for higher search engine ranking.
- Conduct keyword research and competitor analysis relevant to fashion & lifestyle products.
- Coordinate with content, design, and marketing teams for website updates and campaigns.
- Track website performance using tools like Google Analytics & Search Console.
- Ensure website content aligns with branding and sales objectives.
- Improve website conversion rate and online visibility.

🎓 **Education & Experience:**

- Bachelor's degree in Marketing, IT, CSE, or any relevant discipline.
- Minimum 2–4 years of proven experience in Web Management & SEO.
- Experience in e-commerce, fashion, or lifestyle brands will be an advantage.
- Strong knowledge of SEO tools (Ahrefs, SEMrush, Screaming Frog, etc.)
- Basic understanding of HTML, CMS (WordPress preferred), and UX principles.

📧 Send your updated CV to recruitment@donsumdany.com