

Job Description

Introduction/ About Us

Launched in May 2018, Bounce is the brainchild of Vivekananda Hallekere, Anil G and Varun Agni. Bounce was launched as India's first smart mobility solution, with a mission to make daily commute quick, stress-free, reliable and convenient. With our ride-sharing avatar, we tap into the need for affordable and safe travel options for various daily commuters. Right from covering long distances to providing last-mile support, we aim at addressing diverse mobility needs.

Indigenously built with in-house R&D, Bounce dockless scooters were first launched in Bengaluru and quickly became the desired mode of transport in the city, as well as in parts of Karnataka, Telangana and Andhra Pradesh. In its first year, Bounce facilitated 1,00,000 rides a day with a 30,000-strong scooter fleet on the road. Bounce remains one of India's fastest-growing start-ups that has scaled to 100K transactions in a day. Bounce's valuation stood at a staggering 500 million USD in just 11 months from its conception. Expanding from the shared mobility business, Bounce has also ventured into Zuink, which retrofits ICE engines with electric ones. And has also built Bounce Infinity, India's first electric scooter with swappable batteries.

Department: Marketing

Designation: Manager -SEO

Location: Bangalore

Qualification: Any Graduation

Experience: 3+ Years

Responsibilities:

- Key responsibility includes bringing in quality Organic traffic & the conversions achieved through the Organic traffic- Coordinate with the Technology, Product, Content, Marketing and Analytics teams to ensure that tasks are completed with valid inputs from all concerned parties.- Perform detailed keyword research on a regular basis expanding the existing organic reach, competitive benchmarking and cross-channel analysis to arrive at targeted keyword sets.
- Use inputs from keyword research analysis to employ a bottom-up approach to widen the organic opportunity.
- Lead data analysis on SEO and derive actionable insights to enable continuous optimization. • Track, report and analyze SEO reports and provide intelligent synthesis, interpretation and appropriate action plans based on insights. - Provide competitor backlink analysis and suggest

recommendations for internal and external linking along with ensuring outreach execution. • Lead comprehensive technical site audits on desktop and mobile to identify gaps like Multiple

- Domains correct indexing, AMP pages best practices, page indexing, text to HTML ratio, broken links, etc. and create recommendations. Also, drive the execution of optimization plans with the relevant teams.
- Lead in-depth link analysis by evaluating multiple link data points and properties. Categorize the links as positive or negative impact links and create action plans around link building or removal. Also, drive the execution of the optimization plan.
- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Work with editorial and marketing teams to drive SEO in content creation and content programming.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.