



# SLIIT

*Discover Your Future*

## SEO ANALYST

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Sri Lanka Institute of Information Technology (SLIIT) is a pioneer in the higher education sector of Sri Lanka, offering undergraduate and postgraduate degrees in a wide range of disciplines. SLIIT is committed to providing a rewarding student experience through highly committed academic and non-academic staff members who teach, mentor, guide and support a community of nearly 10,000 students.

We are looking for a dynamic individual to assist enhancing our visibility of activities through SEO, data analytics, web content management and other related.

### **The job role shall include:**

- A comprehensive review of the current website and benchmarking it against the national and international peer group sites
- A comprehensive review of a selected set of criteria and developing a strategy to enhance and align the outcomes / outputs
- Redesign the website and develop the contents of various pages in collaboration with the academic and service units, to have the maximum impact with the selected internationally accepted criteria
- Develop a system for regularly updating key pages of the website and coordinate a strategy and revision with the Information Technology Services Department (ITSD) of SLIIT
- Research tools and carry out data analytics to monitor the impact of strategic activities and make suitable interventions in collaboration with the relevant SLIIT units of ITSD

### **The ideal candidate should possess**

- A Bachelors Degree or equivalent qualification from a recognized university / institute
- A minimum of 5 years of experience in a similar capacity
- Excellent interpersonal / communication skills
- Prior experience in content marketing, content growth and SEO
- Working knowledge of search engine optimization practices
- Experience with website optimization tools

Please send your application via email to [careers@sliit.lk](mailto:careers@sliit.lk) to reach us **within 10 days** of this advertisement.