

Job Description: SEO Intern

Company: Binarama Pvt. Ltd.

Location: On-site

Duration: 3 Months

Type: Paid Internship

About Us

Binarama Pvt. Ltd. is dedicated to creating innovative solutions that make everyday living simpler, more efficient, and sustainable. With a strong focus on technology, creativity, and quality, we aim to deliver impactful solutions for individuals, companies, and organizations.

Role Overview

We are looking for an enthusiastic **SEO Intern** to join our digital marketing team. This internship offers hands-on exposure to search engine optimization, content strategy, and website performance analysis. You will work on live projects and gain valuable industry experience under the mentorship of our SEO and marketing professionals.

Key Responsibilities

- Assist in conducting keyword research using SEO tools (Google Keyword Planner, SEMrush, Ahrefs, etc.).
- Help in on-page optimization (meta tags, headers, URL structure, internal linking, etc.).
- Support in off-page SEO activities (backlink building, directory submissions, guest posting research, etc.).
- Monitor and analyze website performance using Google Analytics, Search Console, and other tools.
- Contribute to content optimization for blogs, landing pages, and website copy.
- Stay updated with SEO trends, algorithm updates, and industry best practices.

- Prepare and maintain SEO performance reports.

Skills & Qualifications

- Basic understanding of SEO principles and Google search algorithms.
- Familiarity with tools like Google Analytics, Google Search Console, SEMrush, Ahrefs, or Moz (preferred but not mandatory).
- Strong interest in digital marketing and content strategy.
- Good written and verbal communication skills.
- Ability to work independently as well as in a team environment.
- **Having a personal laptop is mandatory.**

What You'll Gain

- Hands-on training in SEO strategies and digital marketing.
- Practical experience with industry-standard SEO tools.
- Opportunity to work on live projects with measurable impact.
- Mentorship from experienced SEO and marketing professionals.
- Paid internship with certification upon completion.
- Potential for a full-time opportunity based on performance.