

# SEO Marketing Internship



As an SEO Marketing Intern, you will work closely with the marketing team to improve website search rankings and drive organic traffic. This hands-on role will provide experience in keyword research, content optimization, on-page SEO, link building, and data analysis. You'll assist in ensuring existing content is aligned with SEO best practices and support ongoing optimization efforts.

## Responsibilities:

- **Keyword Research:** Identifying relevant keywords using tools such as Ubersuggest and Keyword Planner.
- **On-Page Optimization** by updating meta tags, titles, URLs, alt text, and internal linking
- **Content Optimization:** Collaborate with the content team to refine and optimize pre-existing content.
- **Link Building:** Work on outreach to secure backlinks & strengthen domain authority.
- **Performance Monitoring & Reporting:** Track and report on key SEO metrics using tools like Google Analytics and Search Console.
- **SEO Trend Monitoring:** Keep up-to-date with the latest SEO trends, algorithm changes, and best practices.

## Requirements

- ✓ Enrolled in a relevant degree program (e.g., Marketing, Advertisement, Communications, Digital Media).
- ✓ Ability to interpret data, perform competitive research, and provide actionable insights.
- ✓ Ability to manage multiple tasks, prioritize deadlines, and work effectively in a fast-paced environment.
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- ✓ Creative mindset with the ability to think outside the box to develop comprehensive strategies and tactics.

*\*All required training provided during the internship.*

## Key Takeaways:

- ✓ In-dept Keyword Research
- ✓ Analysis Tools & Training
- ✓ SEO Tracking
- ✓ Traffic Planning
- ✓ HubSpot SEO I / II Certification; and or
- ✓ Link Building Certification

## Duration and Compensation:

This is a semester-long **paid** internship. The intern will receive a stipend at the end of the semester.

## Application Process:

To apply for the Content Creation Internship, please submit your application online at [www.auritas.com/careers/internship](http://www.auritas.com/careers/internship)