



Search Engine Optimization (SEO) Executive – Online Games

About Games2win:

Games2win is one of the largest casual gaming companies with over 51 million mobile game downloads. We own over 700 proprietary games and have an extremely strong DAU and MAU online and mobile user base (80% outside of India) that has been built organically, without ANY advertising support or paid installations.

G2W is the publisher of global hit titles such as Parking Frenzy, The “Fab Designer” series and 40 other games on the iOS, Android & Kindle app stores. Parking Frenzy was ranked #1 on the US iTunes App Store (free app & game).

Top tier investors such as Clearstone Venture Partners, Nirvana Venture Advisors and Silicon Valley Bank have funded G2W. The founders of G2W Inc. are Alok Kejriwal – a serial entrepreneur and Mahesh Khambadkone - an online gaming specialist.

Position: Search Engine Optimization (SEO) Executive – Online Games

Position Based in: Mumbai

What do you need to do? (Role and Responsibilities)

- Responsible for the search engine optimization of our gaming sites www.games2win.com & www.gangofgamers.com.
- Doing on page & off page site analysis. As well as competitor site analysis.
- Brand promotion on social media platforms.
- Keyword Research & Content analysis for new games & current online games.
- Meta title analysis & writing.
- Strong understanding of Google Analytic, Keyword Research, Competitors Analysis, Search Engine Marketing (SEM) and Social Media Optimization (SMO).
- Conceptualizing and executing SEO & SMO Campaigns.
- Assist the online team with reporting & analysis of current games & what needs to be implemented to enhance user experience.

Who could you be? Background and Experience

- You would be an ideal candidate if you have worked in a digital media agency.

If not, you could still be

- Someone who has worked extensively on Google Analytics & SEO for a particular website.
- An e-commerce SEO & SMO specialist.

Qualification

- Some kind of degree that proves that you have studied & are educated.
- You must have industry references of living people.

Who will you be reporting to?

Aditya Arora – Product Manager – Online Games.

Experience

1-2 years of work experience. We are open to the level of experience you bring along.

Working in line with

Online team comprising of Art and Development teams along with Webmasters and Product Managers from different gaming genres.

Remuneration

As a practice, we have typically matched candidates with their existing salary packages and throw in lucrative performance incentives; and of course ESOPs.*

***In the exit of mobile2win China to Disney, and when Nirvana Venture Funds invested into Games2win – the group has now a proven track record of demonstrating how valuable its company ESOPs can be.**

The idea is to make you take an ownership role and then provide additional compensation on performance.

Note that we do not want people to join us just for a better salary. We don't bribe people to join us. Instead, we want people to join us for the love of what we do and the opportunity to shine professionally!

Growth and prospects

Insights, numbers and analytics can make or break a games fortune. This is a dream job for someone who wants to make games and numbers dance together and make it a profitable performance! We want someone who can come in and make our games go a 100x further just using the power of data and analytics.

Next Steps

If this role interests you, then we have some homework for you:

Go through our website 'www.gangofgamers.com' and tell us how would you improve and enhance the site's SEO and what measures are necessary to make it happen. Also analyze the game Bat2Win - <http://www.gangofgamers.com/en/contests/bat2win-game.asp> and tell us how you would improve its searches on leading search engines.

Send your CV and thoughts to: aditya@games2win.com