



<https://buzziqlabs.com/careers/senior-seo-analyst-fsx020/>

Senior SEO Analyst

Description

Job Title: Senior SEO Analyst

Company: BuzzIQ Labs

Location: Pune

Employment Type: Full-time

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Full-time

Job Location

Pune, Maharashtra, India

Date posted

September 21, 2026

About BuzzIQ Labs

BuzzIQ Labs is your trusted B2B demand-gen partner built for the new era – where buyers are informed, journeys are complex, and growth demands precision.

We specialize in creating intelligent, full-funnel marketing systems that help businesses attract the right audience, build trust, and convert demand into measurable revenue. BuzzIQ Labs serves clients across APAC, EMEA, and North America, bringing a global perspective to every engagement.

Responsibilities

We are looking for a data-driven **Senior SEO Analyst** to lead organic growth strategies for our SaaS and B2B tech client portfolio. In this role, you will go beyond traditional SEO tactics (like basic keyword research and blog optimization) to build full-funnel search strategies that generate qualified pipeline and revenue. You will be responsible for technical SEO audits, strategic content roadmaps, performance attribution, and working directly with content, product, and growth teams.

- **Strategy & Revenue-Driven SEO:** Architect comprehensive SEO roadmaps tailored to B2B SaaS buyer journeys, focusing on high-intent conversion terms, category creation, and programmatic SEO opportunities.
- **Technical SEO & Site Architecture:** Conduct deep technical audits (crawlability, indexability, site speed, Core Web Vitals, site architecture, JS rendering) and partner with development teams to implement fixes.
- **B2B Keyword & Intent Research:** Map target keywords across top-of-funnel (ToFu), middle-of-funnel (MoFu), and bottom-of-funnel (BoFu) stages to align organic search traffic with actual product acquisition goals.
- **Data Analysis & Attribution:** Monitor and analyze organic search performance using Google Analytics 4, Google Search Console, and SEO suites (Ahrefs, Semrush, Screaming Frog). Track organic metrics tied directly to leads, MQLs, and revenue.
- **Content Optimization & Content Briefs:** Collaborate with content marketing and copywriters to create data-backed content briefs, optimize existing high-impact assets, and prevent keyword cannibalization.
- **Competitive Intelligence:** Perform ongoing market, competitor, and SERP feature analysis to identify gaps, emerging search trends, and market share opportunities within the B2B SaaS space.

- **Client Strategy & Communication:** Translate complex technical SEO data into actionable executive insights for client stakeholders and internal demand gen leads.

Qualifications

- **Experience:** 3+ years of hands-on SEO experience, with a proven track record specifically in **B2B SaaS or B2B Tech**.
- **Technical Proficiency:** Advanced knowledge of technical SEO auditing, log file analysis, website migrations, and structured data (Schema markup).
- **Analytics Mastery:** Expertise in Google Analytics 4 (GA4), Google Search Console, Ahrefs, Semrush, Screaming Frog, and Google Looker Studio.
- **B2B Growth Mindset:** Deep understanding of B2B SaaS metrics (CAC, LTV, MQLs, SQLs, ARR) and how SEO impacts full-funnel conversion.
- **Problem-Solving Skills:** Strong capability to diagnose traffic drops, algorithm update impacts, and indexing issues quickly.
- **Communication:** Ability to distill technical concepts into clear business outcomes for C-suite and marketing executives.

Preferred Qualifications

- Experience with programmatic SEO, headless CMS architectures, or international SEO strategies.
- Basic understanding of HTML, CSS, JavaScript, and regex.
- Prior experience working in an agency environment managing multiple clients.

Job Benefits

- Competitive salary and performance-based growth incentives.
- Exposure to fast-growing tech startups and enterprise SaaS accounts.
- Collaborative culture with dedicated budgets for professional development, tools, and training.