

About Simplotel

Simplotel is a Bangalore based, Software-as-a-Service (SaaS) company helping over 2,000 hotels across 21 countries grow their direct business. We are powering e-commerce for some of the largest hotels in India. The name Simplotel comes from a combination of Simple and Hotel - our mission is to Simplify the life of hoteliers through technology. Simplotel is a 'Shopify for Hotels', was founded in October 2013 and is funded by Go-MMT - India's largest Online Travel Agency.

***Simplotel was awarded the best startup in travel & hospitality for 2021 by Startup India, an initiative of the Union Ministry of Commerce & Industry in India.**

(<https://www.startupindia.gov.in/nsa2021results/travel.html>)

What are we looking for?

A creative content writer responsible for writing website content to market the hotels that sign up with Simplotel. The candidate will work with hotels to understand their offering and write creative content for their website – their most important online marketing channel. The candidate will also do keyword research and optimize the website for SEO, write blogs for us and for our customers.

Key responsibilities:

- Write creative website content for hotels signed up with Simplotel, focusing on their offerings and unique features
- Collaborate with hotels to understand their brand and message, ensuring content aligns with their marketing goals
- Conduct keyword research and optimize website content for SEO to improve search engine rankings
- Create engaging and informative blogs for Simplotel and its customers
- Stay updated with industry trends and best practices in content writing and SEO

Skills:

- Excellent written and verbal English
- Good creative writer who can write engaging content for hotels and the travel industry
- Write content for blogs and for social media platforms of our company and for our customers
- Any bachelor's degree (preferably Journalism & Mass Comm), with English as first language
- Knowledge and best practices for Search Engine Optimization
- Good with research for several topics to generate content
- Basic technical skills to work with blogging platforms
- Ability to manage time and hit deadlines
- Ability to work with customers – large and small
- Ability to collaborate within a team and with cross-functional departments

Required Experience:

- 0 to 2 years.