

JOB PROFILE FORM

SEM Specialist

HIRING PROFILE

Job Responsibilities

Describe the job role and the day to day tasks involved.

- Optimize copy and landing pages for search engine optimization
- Perform ongoing keyword research including discovery and expansion of keyword opportunities
- Research and implement content recommendations for organic SEO success
- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses: staying on budget, estimating monthly costs and reconciling discrepancies.
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Set up, manage and optimize campaigns across Google Ads, Facebook & LinkedIn
- Complete weekly & monthly reporting
- Complete keyword and opportunity analysis
- Proactively identify opportunities for campaign improvement across both internal and client campaigns
- Analyze data and analytics to achieve maximum ROAS.

Qualifications

Describe the qualifications the staff must have in terms of skills and capabilities

- Proven SEO experience
- Proven SEM experience managing PPC campaigns across Google, Yahoo and Bing
- Solid understanding of performance marketing, conversion, and online customer acquisition
- In-depth experience with website analytics tools (e.g. Google Analytics, NetInsight, Omniture, WebTrends)
- Experience with bid management tools (e.g., Click Equations, Marin, Kenshoo, Search Ignite)
- Experience with A/B and multivariate experiments
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Knowledge of ranking factors and search engine algorithms
- Up-to-date with the latest trends and best practices in SEO and SEM.