

JOB PROFILE FORM

SEO Specialist

HIRING PROFILE

Job Responsibilities

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

- Implement, review and analyze websites to ensure they are well-optimized and ranking for key search terms in Google
- Create effective paid and organic search strategies
- Analyze and review SEO strategies and collaborate with content creators to ensure effectivity
- Implement SEO-related changes to website
- Identify opportunities for engaging content
- Analyze website for SEO improvements on and off site
- Assess competitor's SEO and website performance as well as regularly monitor their rankings, content and changes
- Create and implement URL structure strategies
- Assist with ongoing keyword research to identify short and long-tail keyword opportunities
- Monitor and evaluate search results and search performance on Google for target keywords to identify opportunities
- Research and analyze competitor backlink profiles
- Execute best practice whitehat link building strategies
- Work with the development team to ensure SEO best practices are properly implemented on newly created web pages
- Provide weekly and monthly reporting for key SEO metrics through reporting tools
- Provide both high-level and granular SEO reports that are both visual and relevant
- Provide regular insights and recommendations on how to further improve upon website's overall performance
- Management of data, lead scoring and workflows.

Qualifications

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

- Degree in Marketing, Information Technology, or related
- At least three years of experience in a similar role
- Demonstrated success in implementing outreach and link building strategies to deliver SEO improvements
- Knowledge in Google Analytics, Tag Manager and Search Console
- Understanding of website analysis and website optimization tools
- Up to date with latest best practices in SEO and SEM
- Excellent verbal and written communication skills
- Excellent analytical skills
- Creative skills for contributing new and innovative ideas
- Ability to work well under pressure and meet deadlines
- Understanding of SEO copywriting and content structure
- Ability to adapt to new tools and software.