

SEO Strategist Job Description

Position Title: SEO Strategist

Reports Directly To: Director of Production

Location: Remote Employee

FLSA Status: Hourly

We are looking for an individual who enjoys analyzing sites with tools such as Ahrefs, GSC, GA and plenty more. This person tends to have many browser extensions with analysis tools and frequently check SEO news. As a natural problem-solver, you constantly take on new challenges and enjoy developing relationships with other like-minded individuals and marketing maniacs. You ask a lot of questions and interface well with clients.

This person has a healthy dose of competitiveness that drives you to get things done and reach your goals. You can tell war stories about how you dramatically impacted revenue, traffic or other client goals. You've had plenty of failures to go along with your successful track record and speak confidently to coworkers and clients when making recommendations that will impact their business.

You work well with developers or have the ability implement SEO activities that you recommend. You have experience working in various CMS platforms including WordPress and can name three great plugins.

Responsibilities

- Conducts competitor and market research to identify opportunities
- Develops on-site and off-site SEO strategies
- Utilizes industry tools: GSC, GA, SEMRush, Ahrefs, Screaming Frog
- Conducts strategic keyword research and keyword mapping
- Optimizes titles/metatags, schema, tags, and other on-page elements
- Creates local SEO campaigns
- Compiles SEO and campaign performance reporting
- Work with development, link and content teams to ensure quality strategies
- Engage in various analysis tactics including: site research, link popularity, and keyword rankings
- Complete outreach and link acquisition
- Familiar with white-hat link building techniques
- Work with SEO and content teams to ensure quality strategies
- Maintain knowledge of industry best practices

Education and/or Experience Degree in an appropriate discipline preferred

Supervisory Responsibilities: NA

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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