



ADPRO 360

JOB DESCRIPTION: SEO SPECIALIST

Job Summary:

The SEO Specialist will analyze and develop strategies to maximize the traffic to client websites by improving page rank within search engines. The right candidate will have in-depth knowledge of keyword research, SEO copywriting and the behaviors of search engines. The SEO Specialist must be a problem solver and decision maker, with the ability to prioritize and develop relevant, engaging and quality content. As SEO is an ever-changing landscape, the SEO Specialist needs to be continuously learning and evolving. This is a great opportunity for someone looking for growth opportunities in the digital ad space.

Responsibilities:

- Develop quarterly SEO strategies in line with the account team's overall marketing strategy/goals for the client, taking into account each client's site and areas that need to be improved and optimized
- Work with SEM team to optimize landing pages for SEM campaigns
- Be proficient in conducting advanced keyword research locally and nationally. Analyze keyword mapping, conduct competitor keyword analysis
- Ability to manage content plan, oversee content production and ensure all content is properly optimized
- Maximize all content production by finding ways to distribute, share and syndicate content across the web
- Identify offsite SEO properties and develop a content interaction plan to place key content in relevant places around the web
- Ensure a continuous stream of high-authority back links are being created from relevant sites around the web
- Collaborate with internal social media team to ensure effective links and references are being placed within social posts to maximize social media references
- Keep up-to-date with changes in search engine rankings, new developments, Google algorithm updates, etc. (both white hat and black hat SEO strategies), ensure AdPro is always well within Google search engine guidelines
- Use key analytics tools to track and measure SEO performance, test, tweak and constantly improve
- Continuously monitor and update: GMB and other directory listings for all clients
- Prepare SEO proposals for new business presentations as needed
- Lead SEO discussions and report on SEO performance in key client meetings

Skills & Requirements:

- Four-year degree at accredited college in marketing, advertising, technology, or related field
- Minimum of 2 years of experience managing SEO for clients and working with Google Analytics
- Experience with Facebook Ads, Google Data Studio, and YouTube a plus, but not required
- Solid understanding of digital marketing data trends and SEM KPIs and the tradeoffs associated with each
- Advanced copywriting and editing skills
- Basic web management
- Knowledge of HTML and CSS

- Multiple blogging platform management
- Analytic research: Google Analytics Certification
- Microsoft Word, Excel, Google Spreadsheet
- Business profile creation: i.e. GMB
- Internal linking structure changes
- URL structure changes/ keyword URL mapping
- Creation of meta information: LSI Based; H1, H2 & Strong Tags
- HTML coding, validation & correction
- PowerPoint experience
- Strong analytical and problem-solving skills
- Organized and detail-oriented
- Ability to work independently
- Ability to work and communicate well with others
- Proactive multitasking

Salary:

- \$45,000 - \$50,000 annually; commensurate with experience

For consideration for this position, please submit a resume and cover letter outlining your work and salary history.