



SEO Specialist

Job Description:

A Search Engine Optimization (SEO) Specialist tests, analyzes, and changes the websites of Marketing Truth clients so that they are optimized for search engines such as Google and Bing. They increase the client rankings on Search Engines.

Duties:

- Develop and implement search engine optimization strategies that optimize client websites and landing pages.
- Performing keyword research
- Develop and implement keyword strategies
- Strategizing and managing paid search campaigns
- Distributing monthly metrics reports to clients and reviewing the performance of their customized SEO strategy.
- Hold monthly client appointments consisting of analyzing the statistics, reviewing the clients' strategies, and potentially re-strategizing when necessary to achieve maximum ROI.

Requirements:

Bachelor's or earning a Bachelors in Marketing or a related field.
1-2 years experience in SEO and managing campaigns
Proven SEO & SEM experience
Experience using Google Products used for SEO, SEM, & analytics

Report to:

CEO

MARKETING TRUTH.

Hours:

5-10 hours a week

Compensation

- \$21/hr
- \$20 Referral Bonus