

United States Jobs Expertini®

Manager of Website SEO

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Company: LHH

Location: United States

Category: other-general

LHH Technology is seeking a Website & SEO/SEM Manager who will oversee the company's digital marketing communication channels, implement SEO strategies, and ensure the functionality and effectiveness of our clients website. This position is hybrid in Los Angeles, CA after the first 90 days. Essential Functions: Develop and execute SEO strategies to enhance website traffic and search engine rankings. Conduct keyword research for targeted content optimization. Optimize website content for SEO, including landing pages and blog posts. Analyze website traffic and conversion rates for improvement opportunities. Collaborate with content creators and web developers for SEO optimization. Stay updated on SEO and SEM trends and practices. Conduct regular website audits and implement link building strategies. Coordinate with other teams to align SEO strategies with business objectives. Utilize analytics tools for performance tracking and recommendations. Competencies: Problem Solving Drive for Results Managing & Measuring Work Building Effective Teams Motivating Others Qualifications: Bachelor's degree in Marketing, Communications, or related field; Master's preferred. 5+ years of experience in SEO/SEM and website management. Proficiency in website analytics tools and technical skills (HTML, CSS, JavaScript). Professional certifications in SEO, SEM, and website management preferred. Strong understanding of marketing principles and strategies. Excellent communication and analytical skills. Leadership abilities and adaptability to change. Willingness to travel up to 25%, including internationally. Proficiency in English; fluency in Chinese is a plus. Ability to apply statistical and mathematical concepts. Salary: \$100,000 to \$115,000 + Bonus Benefits: Medical, Dental, Vision, PTO, and more. Apply Now!

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