

Search Engine Optimization (SEO) Specialist

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Company: PPA Tour

Location: Dallas

Category: other-general

Job Description:

The Professional Pickleball Association is seeking a highly motivated and experienced SEO Specialist to join our team and grow the sport of pickleball. As an SEO Specialist, you will be responsible for implementing effective SEO strategies to improve our website's visibility, drive organic traffic, and increase conversions. You will collaborate with cross-functional teams to optimize website content, conduct keyword research, analyze data, and stay updated on industry trends. The ideal candidate has a strong understanding of search engine algorithms, excellent analytical skills, and a proven track record of delivering results.

Responsibilities:

Execute SEO strategies to improve website rankings and organic traffic.

Perform keyword research to identify target keywords and optimize website content accordingly.

Conduct on-page optimizations, including meta tags, headers, URL structure and keyword implementation.

Monitor and analyze website performance using SEO tools such as Google Analytics, Google Search Console and SEMrush.

Provide recommendations for website optimization based on keyword research, competitive analysis, and industry trends.

Collaborate with content creators, developers, and designers to implement SEO best practices.

Stay updated on search engine algorithms and industry trends to ensure compliance and effectiveness of SEO strategies.

Generate regular reports on SEO performance, including keyword rankings, traffic trends, and conversion rates.

Identify opportunities for improvement and optimization across all aspects of SEO.

Stay informed about the latest developments in digital marketing and contribute insights to the team.

Qualifications:

Bachelor's degree in Marketing or related field preferred

1-2 years work experience as an SEO Specialist or similar role, with a strong track record of driving organic traffic and improving search engine rankings preferred.

In-depth knowledge of SEO principles, search engine algorithms, and ranking factors.

Proficiency in SEO tools such as Google Analytics, Google Search Console, SEMrush, Screaming Frog, etc.

Strong analytical skills and attention to detail, with the ability to interpret data and make data-driven decisions.

Excellent communication and collaboration skills, with the ability to work effectively across teams.

Creative thinking and problem-solving abilities, with a focus on continuous improvement.

Solid understanding of content management systems (CMS) and website development principles.

Strong understanding of HTML, CSS, and JavaScript is a plus.

Must be willing to be based out of our Dallas HQ.

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