

Search Engine Optimization Specialist

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Company: Top Stack

Location: Wayne

Category: other-general

Our client is seeking a Senior SEO Specialist to work collaboratively across the marketing function to lead the day-to-day implementation and optimization of organic and local search strategies. This person will be responsible for collaborating with internal teams and agency partners to implement site updates, perform organic search analysis, and drive forward optimizations across the site and local search for our client.

Responsibilities

- Review and analyze client sites for areas needing improvement

- Prepare detailed strategy reports

- Create and launch campaigns

- Improve clients 'rank' in major search engines

- Demonstrate holistic awareness of search engine optimization tactics and be able to identify opportunities to align SEO strategy with other functional areas of marketing.

- Collaborate with the SEO & Web Manager and agency, to craft recommendations and strategies based on competitive analysis and search best practices.

- Perform research, collecting data using various tools such as SEMrush, Conductor, Yext, Adobe Analytics, Google Search Console, etc.

Qualifications

Bachelor's degree in Information Technology or related field

A strong degree of content and technical SEO best practices

Strong knowledge of working in a CMS like Wordpress.

Experience using SEO Analysis tools like SEMrush, Ahrefs, Conductor, Google Search Console, PageSpeed Insights, Screaming Frog, Content King, etc.

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