

# United States Jobs Expertini®

## SEO Analyst

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Company: Turner Services Inc.

Location: Culver City

Category: business-and-financial-operations

### Who We Are...

When we say, “the stuff dreams are made of,” we’re not just referring to the world of wizards, dragons and superheroes, or even to the wonders of Planet Earth. Behind WBD’s vast portfolio of iconic content and beloved brands, are the bringing our characters to life, the bringing them to your living rooms and the creating what’s next...

From brilliant creatives, to technology trailblazers, across the globe, WBD offers career defining opportunities, thoughtfully curated benefits, and the tools to explore and grow into your best selves. Here you are supported, here you are celebrated, here you can thrive.

We are the now and the next. The power behind the people building the future. We are born from the spirit of innovation. We are created from the idea that people around the world want more, need more, deserve more. We are the home of the global digital revolution. We are CNN.

To see what it’s like to work at CNN, follow @WBDLife on and !

### Your New Role...

CNN Underscored is seeking an individual who is passionate about SEO, journalism, and digital audience growth. As a member of CNN Digital’s SEO team directly supporting our Commerce team (CNN Underscored), you will have the opportunity to work for a leader in Commerce Publishing, focused on delivering trusted product reviews and recommendations to help our readers make smarter purchases when shopping online. You will work in close collaboration with CNN Underscored’s writers and editors to drive audience growth and increase engagement in the U.S. through our SEO efforts. You will have a deep knowledge

of organic search and demonstrate a firm grasp of all elements of SEO, including tactics, technical knowledge, and content.

The ideal candidate will have 4+ years' experience with growing SEO organically for a Commerce publisher, with an eye for emerging products and consumer trends in technology, travel and lifestyle. The candidate best fit for this role will have experience working cross-departmentally and will have the ability and willingness to speak up to push for results.

### **Your Role Accountabilities...**

Rapidly grow organic search referrals to CNN Underscored, leveraging knowledge of the Commerce landscape, search audience behaviors, and the ways search engines index and surface Commerce content to drive readers to CNN Underscored's reviews, gift guides, and sales and deals content.

Identify opportunities and provide story and topic coverage recommendations that will enable CNN Underscored to grow search audience and increase audience loyalty.

Perform keyword and trends research to identify what keywords to target in CNN Underscored's reviews and guides, and explain the value of keyword selection to editors and writers.

Train editors and Commerce staff on how to optimize gift guides, reviews, and sales content through page titles, headlines, editorial links, and meta descriptions.

Work closely with our Commerce Teams to establish systems and strategies for getting more of their content in front of search audiences.

Leverage knowledge of the U.S. consumer and Commerce publisher landscapes to execute audience growth plans that enable CNN to acquire desired target audience segments.

Provide real-time analytics feedback to help elevate the right content at the right time to the CNN Underscored audience.

Identify scalable strategies, tactics and channels for audience growth.

Act as a conduit between content teams and audience growth teams, bridging editorial with audience growth and analytics.

Monitor the site for technical SEO issues and indexing problems and work with engineers to

ensure they are fixed.

Identify and document product requirements for the improvement of the publishing platform to assist in SEO.

Recommend and specify SEO tools that will help CNN Underscored expand their reach.

Partner across multiple teams to coordinate and improve on CNN's audience growth and SEO strategy, tying together editorial calendars, social calendars, business priorities, product launches and more.

Develop and champion improved processes for insight collection and dissemination across audience growth, product and editorial teams.

Support short-term content planning processes with editorial and programming teams.

### **Qualifications & Experience...**

4+ years of progressively related experience.

Experience in digital media publishing organizations is preferred.

A good understanding of the US and global Commerce publishing cycles and competitors, a strong interest in news, Commerce, and social media, and the ability to flourish in a fast-paced newsroom environment.

A strong understanding of Google's news algorithm and the key factors that can impact visibility in news search results.

Experience of performing keyword research using Google Trends and other SEO platforms to identify real-time trending searches, keywords and topics.

Understanding of SEO best practices to assist editorial and programming teams with site and story optimization.

Strong interpersonal skills, a collaborative approach and the ability to use emotional intelligence when working with editors and writers in an often highly pressured news environment.

Experience with SEO and analytics tools such as (or similar to) Adobe Analytics, Google Search

Console, SimilarWeb, Chartbeat, Google Analytics, Parse.ly, SEMRush, Screaming Frog.

Strong analytical skills including the ability to explore data to measure and report on search performance.

Strong competence in preparing reports and sharing data insights and SEO guidelines with editorial teams.

Ability to develop and test hypotheses based on insights from audience targeting and analyses.

Strong understanding of technical SEO, including the ability to recognize and identify indexing and crawl issues.

Ability to identify and document product requirements for the improvement of the publishing platform to assist in SEO.

Experience or knowledge of site migrations including preparation, planning and common pitfalls.

Current knowledge of Search Engine Optimization topics by monitoring search industry websites, blogs and news sources.

Basic knowledge of digital media technologies, particularly a good understanding of capabilities and limitations.

Competent project management skills with experience managing workflow between different departments.

### **How We Get Things Done...**

This last bit is probably the most important! Here at WBD, our guiding principles are the core values by which we operate and are central to how we get things done. You can find them at [along with some insights from the team on what they mean and how they show up in their day to day](#). We hope they resonate with you and look forward to discussing them during your interview.

### **The Legal Bits...**

In compliance with local law, we are disclosing the compensation, or a range thereof, for roles in locations where legally required. Actual salaries will vary based on several factors,

including but not limited to external market data, internal equity, location, skill set, experience, and/or performance. Base pay is just one component of Warner Bros. Discovery's total compensation package for employees. Pay Range: \$75,950.00 - \$141,050.00 salary per year. Other rewards may include annual bonuses, short- and long-term incentives, and program-specific awards. In addition, Warner Bros. Discovery provides a variety of benefits to employees, including health insurance coverage, an employee wellness program, life and disability insurance, a retirement savings plan, paid holidays and sick time and vacation. Warner Bros. Discovery embraces the opportunity to build a workforce that reflects the diversity of our society and the world around us. Being an equal opportunity employer means that we take seriously our responsibility to consider qualified candidates on the basis of merit, without regard to race, color, religion, national origin, gender, sexual orientation, gender identity or expression, age, mental or physical disability, and genetic information, marital status, citizenship status, military status, protected veteran status or any other category protected by law.

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