

## Technical SEO Specialist

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Company: Confidential

Location: West Palm Beach

Category: other-general

Automotive agency is looking for a Technical SEO Specialist to join our SEO team to manage the technical SEO for a large network of automotive dealership websites.

### Responsibilities

- Understand and implement technical SEO audits and make updates to websites.
- Audit front-end and CMS backends of websites.
- Execute on-page optimizations.
- Optimize sitemaps.
- Optimize schema.
- Implement redirects.
- Utilize website analytics for website optimization.
- Perform site speed audits and optimization.
- Develop internal linking strategies and implementation.

### Requirements

- High attention to detail
- High proficiency in HTML/Bootstrap
- Proficiency in WordPress
- Experience with Google Analytics and Google Search Console

- Expert knowledge of the most up-to-date SEO industry standards and best practices
- Deep knowledge of Google's guidelines and major algorithm updates
- Self-directed and collaborative person who knows how to prioritize tasks and get them done

#### Desirables

- Experience with Ahrefs, or other SEO enterprise tools.
- Experience with Google Tag Manager, GA4 management and implementation.
- Experience with CSS, JavaScript and APIs
- Experience with Automotive CMS platforms.
- Web design experience

#### About us

Competitive salary, medical, dental, life, and disability insurance, 401(k) program with company match, paid vacation, professional working environment, job specific training, & advancement opportunities. Become part of our expanding national team that offers professional growth opportunity, excellent earning potential, training, and leadership that appreciates your drive, skills and ability. We are an equal opportunity employer and a drug free workplace

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