

SEO - Sample Project

Search Engine Optimization is the process by which your website gets traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines. All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos and blogs are shown and ranked based on what the search engine considers most relevant to users.

Here is a very good sample of a job posting and what makes it so strong:

Project Name: SEO for 4 Keywords and 2 Optimized Articles Per Month

Goals:

It's impossible to measure project success if you have not put the proper goals and metrics in place. The best time to do this is before the project has even begun. Choose three goals in order of importance from the choices below:

- Increase month-over-month unique visitors to my site from organic search
- Increase Leads from my website
- Increase number of pages per visitor

Business Description:

We're a residential real estate company with 3 realtors based in Portland, OR that manages and leases homes during the summer months. The majority of our clientele are families looking for a residence to vacation in from June to August. To learn more, check out our website www.PortlandSummerRentals.com

Project Description:

The first priority is to optimize our website for the following 4 keywords for each of the following major search engines (Google, Yahoo, and Bing).

Keyword 1: Vacation Rentals

Keyword 2: Summer Rentals

Keyword 3: Vacation Homes

Keyword 4: Summer Homes

The second priority is to create optimized advertisements for new listings. As the units come up for rent, we need to create advertisements and add them into the listings section of our website and our affiliate sites. These short posts contain

pictures of the property and a brief description of the unit and the surrounding area. We need someone familiar with SEO content to create these short ads of 100 words or less based on the information we provide, and manage these postings on our network of sites once every two weeks.

Abilities and Knowledge Required:

- Deep understanding of white-hat SEO best practices
- Experience in search engine marketing as a member of a digital marketing agency or corporate in-house marketing team
- Proven track record of developing content strategies in coordination with SEO stated goals
- Familiarity with content management systems such as Wordpress, Joomla, and Magento
- Proficiency with keyword research/data mining tools and competitive analysis
- Ability to monitor and evaluate search results and search performance across the major search engines in order to improve rankings
- Technical knowledge of website architecture
- Willingness to work on this project for the next 12 months
- Ability to get back to us within 24 hours of email receipt
- Proficiency in written and spoken English
- Experience in the residential real estate sector strongly preferred

Ideal Provider Attributes:

Which of the following attributes do you value most in a provider? Please choose three and rank them in order of importance.

- Quality of Work
- Timeliness
- Creativity

Experience Required:

How many years of experience would you like your provider to have? Please note that the more experience you desire, the more difficult it is for us to find you a provider that's right for your job.

- 15+ years

Desired Provider Interaction:

How frequently would you like to check in with your provider throughout the duration of the project? Please select from the options below.

- Once per month