

SEO Manager

Connective is a tight-knit team of experts with decades of combined experience. We value continuous learning, collaboration, and data-driven solutions, with a strong focus on taking ownership of individual results. Our client-centric approach is built on honesty, openness, and genuine care for client success. Our laid-back yet professional work environment encourages teamwork and transparency in a fast-paced setting.

We are seeking an SEO Manager with deep expertise in all aspects of SEO, including content strategy, link building, and technical SEO. The ideal candidate will have hands-on experience optimizing SEO-friendly content, conducting in-depth research, managing link-building, and applying technical best practices to improve website performance.

This role involves managing multiple SEO campaigns across various industries, handling client communication, project management, budgeting, research, and hands-on tasks. You will also be responsible for creating data-driven reports and maintaining excellent client communication to drive long-term success.

This is a remote position where you will be working 38 to 40 hours on weekdays, with very occasional weekend and overtime work.

About the Job

Location: This is a fully remote role open to U.S.-based candidates only.

About the Team: Connective is a full-service marketing and web design agency. We value multi-disciplinary team members who contribute various skills beyond their primary specialty. We encourage continuous learning and personal growth through exposure to new disciplines and experiences.

Where You'll Fit In: The SEO Manager role is a hands-on position that requires deep involvement in SEO campaigns, from strategy development to implementation. You will manage SEO efforts for various clients, oversee keyword research, off and on-page optimization, and technical SEO, as well as collaborate with the web development team. This includes performing SEO audits, generating data-driven reports, and delivering optimization strategies to boost client website rankings, traffic, conversions, and

performance. The role will also involve client-facing responsibilities and leading conversations around SEO performance and improvement strategies.

Essential Duties

- Conduct keyword research and develop/oversee SEO strategies across multiple clients, focusing on content creation, link acquisition, and on-site optimization.
- Perform hands-on WordPress edits, including alt text, title tags, and basic website updates.
- Collaborate with web developers to ensure technical SEO is incorporated into website builds.
- Monitor client website performance using tools like Ahrefs, Google Analytics, GA4, and Screaming Frog.
- Create detailed reports demonstrating SEO progress and identifying opportunities for further optimization.
- Manage multiple clients, ensuring timelines, budgets, and project requirements are met.
- Manage link-building activities, including link acquisition, guest posting, and internal linking.
- Create SEO-friendly outlines and QA content for SEO effectiveness.
- Handle technical SEO tasks such as internal link building, HTML structure, and page speed optimization.
- Maintain up-to-date knowledge of SEO trends and algorithm changes.
- Provide strategic recommendations for SEO-friendly title tags, meta descriptions, and content improvements.
- Create and present monthly reports to clients, showcasing SEO progress and insights.

What We Offer

At Connective, great people are the key to achieving great things. We provide a supportive work environment with the following benefits:

- Semi-flexible start and end times.
- Medical, dental, and vision insurance.
- 401K with company match.
- Accrual-based paid time off, increasing with years of service.
- Sixteen paid holidays, including a week off between Christmas and New Year, and one floating holiday of your choice.
- Remote work.
- Yearly bonuses based on company profitability.
- Profit sharing based on company profitability.

Our work weeks typically range between 38 and 40 hours, Monday through Friday, with occasional weekends and overtime. We use a timer to track our work hours, which is crucial for client billing, setting pricing, and reviewing job profitability. This process is mandatory at Connective.

This position is not eligible for immigration sponsorship.

Education, Skills, and Experience

- Bachelor's degree in Marketing, Graphic Design, Business, or a related field.
- Direct experience in a client-facing role.
- Proficiency in Google Docs and team collaboration software (Asana).
- Demonstrated project management experience across several client projects and campaigns at once.
- At least 5 years of hands-on experience in SEO with a proven track record of successful campaigns.
- Expertise in keyword research, on-page optimization, and technical SEO.
- Experience managing SEO campaigns and working with web developers.
- Proficiency in SEO tools such as Ahrefs, Screaming Frog, Google Analytics (GA4), and Google Search Console.
- Strong client communication skills and experience in creating SEO reports.
- Hands-on experience with WordPress.
- Experience refining SOPs and creating new processes for more efficient project management.

Who We Are

Mission Statement: Empowering businesses to succeed through exceptional service, genuine empathy, and a deep understanding of our client's needs. We form true partnerships, always putting our client's success first, even if it does not directly benefit us.

Our seven core values guide everything we do:

1. **Highly-skilled experts:** We're the go-to pros, always sharpening our skills to stay ahead.
2. **Client-focused service:** Our client's success is our mission. We're all in, always.
3. **Detail-oriented:** The little things? Yeah, they matter to us—big time.
4. **Self-motivated:** We're the type who gets things done, without needing a push.
5. **Follow-through:** We say what we'll do, and then we do it. Simple as that.
6. **Data-driven:** Decisions backed by data, because guesswork isn't our style.
7. **Kind:** No jerks allowed—just a team that's positive, humble, and ready to lift others up.

We would love to hear from you if you are a talented and dedicated SEO Manager who aligns with our values and seeks a dynamic team. Join us at Connective and make a meaningful impact in the marketing space.

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