

SEO SPECIALIST

Digital Marketing Team

JOB TITLE: SEO Specialist

POSITION SUMMARY

We are seeking an SEO Specialist to optimize our website and improve search engine rankings. The ideal candidate will have experience in technical and content SEO.

RESPONSIBILITIES

- Conduct keyword research and competitive analysis
- Optimize website content and structure for SEO
- Implement technical SEO improvements
- Monitor and report on SEO performance
- Stay updated with search engine algorithms

REQUIREMENTS

- 2+ years of SEO experience
- Experience with SEO tools (Ahrefs, SEMrush, Google Search Console)
- Knowledge of HTML, CSS, and website structure
- Understanding of search engine algorithms

ESSENTIAL SKILLS

- Keyword research and analysis
- On-page and technical SEO
- Analytics and reporting
- Content optimization

BENEFITS

- Competitive salary
- Flexible work arrangements