

## **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