#### JOB DESCRIPTION

Zillow is looking for a smart, self-motivated, creative SEO Manager to join the team that owns one of our most important marketing channels. The perfect candidate will have at least 2 years of hands on experience solving tough SEO problems and proven experience utilizing various reporting and analytical platforms.

You’ll solve many problems and initiate massive change on a daily basis by working across all product teams. If you re interested in making a huge difference to Zillow’s traffic, read on.

#### What you’re good at…

* Developing a long-term SEO strategy with a strong focus on mobile web
* Coming up with new ideas, leading brainstorms, and staying organized
* Taking hands on and creative approaches with content generation
* Staying current on new SEO research and emerging trends
* Performing site specific keyword research and competitive analysis
* Performing technical SEO Audits and driving the implementation of on-page website SEO optimization
* Performing backlink analysis, opportunity identification, solicitation and optimization
* Preparing and communicating regular & ad hoc reporting on SEO performance
* Working independently with business stakeholders to identify KPI s, develop dashboards, and interpret metrics to deliver sound, data driven recommendations
* Highly proficient in Excel/Word/PowerPoint with the ability to analyze data and prepare reports presentation

What we’re looking for…

* Motivation, dedication, and curiosity
* Someone who loves learning new things, and admits when they don t go as planned
* Experience with SEO applications, tools, and web analytics packages (Google Analytics, SEOClarity, SEOMoz, etc.)
* 2+ years of SEO experience
* A demonstrated track record of increasing rankings, traffic, and or revenue while managing and executing search engine optimization strategies and tactics
* Working knowledge of web development a plus