## Search Engine Optimization Strategist

The SEO Strategist is responsible for coordinating and implementing SEO & SMO strategies for clients. The correct person will be goal oriented, possess exceptional attention to detail, and have outstanding interpersonal skills. This is a role that is interacting with clients as well as working closely with the company team to make sure that the goals of the client are achieved

### Key Management Areas of Responsibility

* Define requirements, tasks, and resources associated to SEO strategy
* Manage and execute implementation of SEO strategy
* Communication to clients, team, and management on strategy/project development, timelines, and results
* Collaborate on client strategy and goal definition for success
* Keep pace with SEO, search engine, social media and internet marketing industry trends and development
* Contribution to the company blog and at least one social media community

### Key Functional Areas of Responsibility

* Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
* Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
* Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific
* Help to create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
* Develop and implement link building campaigns
* Develop, manage and execute communication/content strategies via social communities in coordination with client goals
* Implement and administer search engine programs (XML sitemaps, shopping feeds, webmaster tools)
* Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
* Research and administer social media tools in support of clients’ social media strategy
* Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies
* Communication to team and management on project development, timelines, and results

### Professional Competencies

* Passion for SEO and overall internet marketing
* Outstanding ability to think creatively, strategically and identify and resolve problems
* Ability to foster strong client relationships at various levels
* Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
* Ability to clearly and effectively articulate thoughts and points
* High levels of integrity, autonomy, and self-motivation
* Excellent analytical, organizational, project management and time management skills

### Professional Skills & Qualifications

* 2+ years experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO)
* Strong understanding of Search Engine Marketing (SEM) and Search Engine Optimization (SEO) process
* Experience working with popular keyword tools (Google, WordTracker, Keyword Discovery, etc)
* Experience working with CMS and building/administering content in multiple CMS environments
* Knowledge of HTML/CSS and website administration
* High-level proficiency in MS Excel, PowerPoint, and Word
* Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools
* Knowledge of PPC programs and optimizing data gathered from both organic and paid sources
* BS/BA degree required