### What is an SEO Specialist?

The mission of an SEO (Search Engine Optimization) Specialist is to maximize the volume of inbound organic traffic from search engines to a website. This is accomplished through a combination of on-page and off-page techniques, including link-building, social media strategy, viral marketing, metadata sculpting, site speed optimization, content strategy, information architecture, and more.

As a result of the daily changes in the search algorithms of Google, Bing, Yahoo, and other leaders in search, an SEO expert works in a dynamic environment that requires them to be continually learning, fine-tuning their skills, and experimenting to discover how the industry is shifting.

### The SEO’s skill set

* Experience with Google and Bing’s services, including Analytics and Webmaster Tools
* Experience with Google’s Keyword Tool
* A functional understanding of HTML and CSS
* The ability to work with back-end SEO elements such as .htaccess, robots.txt, metadata, site speed optimization, and related skills
* Proven success in link building and viral strategies
* The ability to deploy an effective local and long-tail search strategy
* A deep understanding of mobile strategy and how it relates to SEO
* A solid grasp of how blogging, press releases, social media, and related strategies go hand-in-hand with SEO
* Experience in building inbound organic search traffic and improving SERPs
* A background in creating reports showing web analytics data and site evaluations
* An up-to-date, working knowledge of current, past, and projected trends in the SEO industry
* Familiarity with the best tools in the trade

Supplementary skills: PHP, UX, IA, CRO, SEM, Content Strategy, Social Media

Related job titles: SEO (Expert, Associate, Coordinator, Specialist, Analyst, Strategist, Marketing Pro), Search Engine Optimization Specialist, Organic Search Manager, Local Search Strategist, SEO Content Strategist/Writer